

MODERN PACKAGING





CONSOLIDATED PAPER CO.'S MODERN PACKAGES

for
YOUR MERCHANDISE

Folding Paper Boxes
For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

Plain Shells
For tight-wrapped packages.

Corrugated or Solid Fibre Shipping Cases
Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

Specially Designed
Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service—
—Paper Mills producing 700 tons of Paper a day—
Box Factories of very large capacity completely equipped for speedy and economical production—an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated

**CONSOLIDATED PAPER CO.,
MONROE, MICH.**



Properly packaged food products are being shipped to all known points of the world today --protected by KVP papers. Whether your product is one with an aroma or flavor to be maintained or guarded against foreign odors and tastes--or is wet, damp, dry, or greasy -- we have a protective paper for it.

Our modern, fully equipped research laboratory, in the hands of experts is at your service at all times to aid you in the selection of the proper protective wrapper for your product.

Kalamazoo Vegetable Parchment Co.

KALAMAZOO, MICHIGAN

MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 2

MAY, 1929

No. 9

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Table of Contents

HOW CANADA DRY IS PACKAGED.....	35
<i>By John L. Murphy</i>	
PAPER DESIGNS OF THE MONTH.....	38
EDITORIALS.....	40
WHY COLORS FADE IN THE DESIGNS ON FLOUR CONTAINERS—I.....	42
<i>By George Rice</i>	
PROMISING FRESHNESS IN A PACKAGE....	44
<i>By D. E. A. Charlton</i>	
THE SIZE AND SHAPE OF A PACKAGE—II..	46
<i>By Edwin L. Ley</i>	
ROLL LEAF IN PACKAGING.....	48
<i>By T. P. Milligan</i>	
MODERN MACARONI PACKAGING.....	49
<i>By C. H. Gullion</i>	
THE ART OF PACKAGE DESIGN.....	52
<i>By Gustave B. Jensen</i>	
WHAT ABOUT DISPLAY CONTAINERS?.....	55
THE PACKAGE GOES TRAVELING.....	57
PACKAGE MANUFACTURERS CAN COOP- ERATE WITH SUGAR INSTITUTE FOR MUTUAL BENEFIT.....	60
<i>By Fred G. Taylor</i>	
WASHINGTON CORRESPONDENCE.....	64
TRADE COMMENTS.....	66
MACHINERY AND EQUIPMENT.....	68
TRADE CATALOGS.....	74

ADOPTION of the new Campfire package, illustrated in full colors on the front cover of this issue, resulted in more carload business in sixty days than the company had previously obtained with other packages in a year.

ON page 40 appears an editorial announcement of a regular feature which will commence with the next issue, "The Package of the Month." Elements of design and construction, together with illustrations of the package selected, will be included in each article.

ON pages 38 and 39 of this issue a selection of decorative papers that have recently been placed on the market is illustrated and detailed. Similar designs are shown as a regular feature.

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This is the way to meet and beat competition!

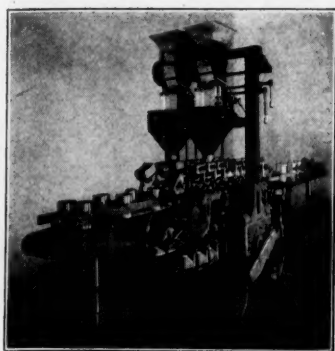
WITH SPEED

ACCURACY

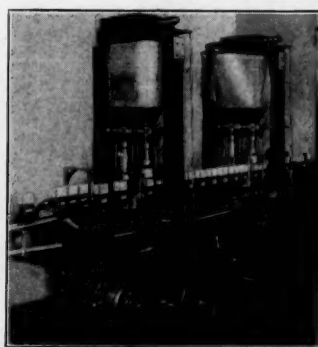
CLEANLINESS

NATIONAL WEIGHERS

Either automatic machine
will handle all sizes or both
types of packages illus-
trated below.



60-per-min. net weigher on "La Touraine" cans in New York



60-per-min. gross weigher on "Elmwood Club" cartons in Chicago



Weighing and packaging must be exactly standardized to keep abreast of modern competition, and the machinery for it must be highly efficient. National machines not only increase production, but also reduce floor space and show a most satisfactory profit on their cost and upkeep.

The results obtained by National Machines are carefully tabulated. Impartial Nielsen surveys show facts, figures, and names of prom-

inent manufacturers using them. They show *how much* their profits have been increased, and *why*. These details, as applied to your products and problems, will be gladly furnished upon request.

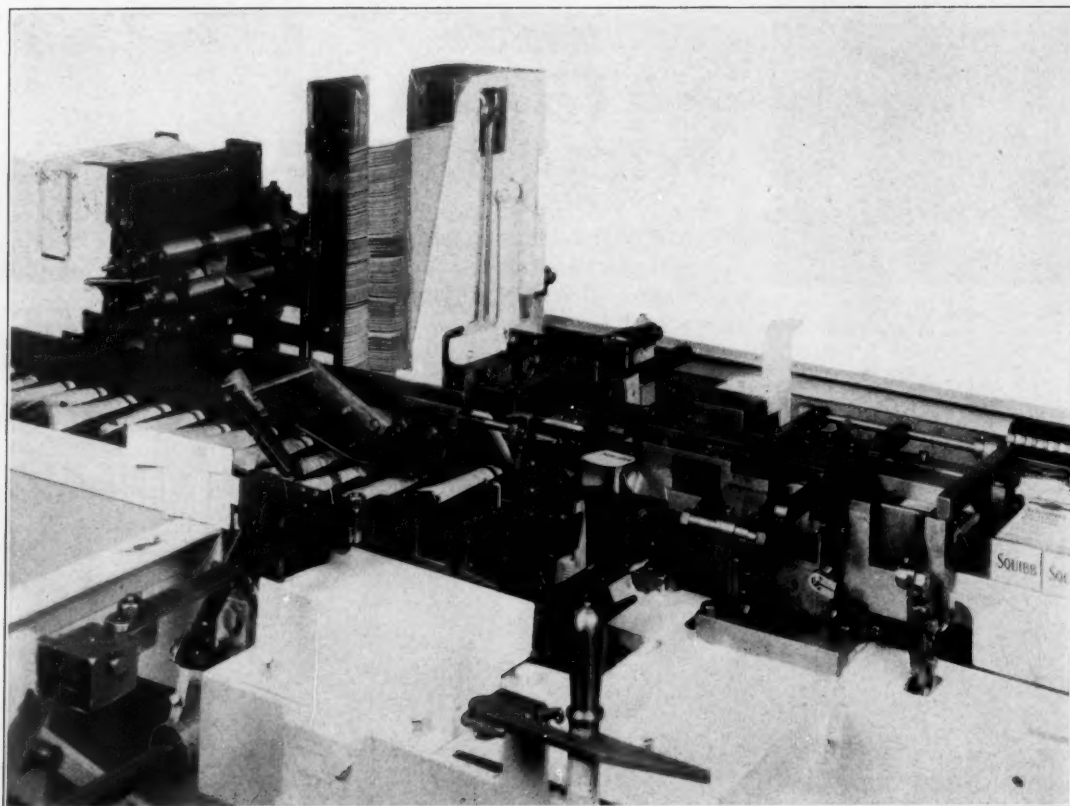
We also invite your attention to our other machines. They feed, form, date, line, weigh, seal and hermetically wrap paper cartons. They fill bags, pack cans, form paper boxes, tapered pails and display containers.

See our Data
in the
PACKAGING CATALOG

NATIONAL PACKAGING MACHINERY CO.

477 Watertown St., Newtonville, BOSTON, MASS.

A Closeup that reveals the Complete *Accessibility* of Redington Cartoning Machines



EXAMINE this closeup of the Redington Cartoning Machine designed for Squibb's Dental Cream. Notice how easy it is to get at every part—no complicated mechanism to hinder you in case of any kind of jam. Within a few seconds any obstruction can be cleared out.

This complete accessibility of Redington Machines has saved their users hours and hours of valuable production time—actually hundreds of dollars yearly. They can do the same for you. If you will send a sample or description of your product, our Engineering Staff will show you how.

REDINGTON Packaging Machines

"Engineered to the Highest Standards"



for Cartoning—Packaging—Labeling—Wrapping

F.B. REDINGTON CO. (Est. 1897), 110-112 South Sangamon St., Chicago, U. S. A.



THE desire is strong within all of us for the new, the unusual, the exotic, to help us break out of the routine of life. The purchaser feels this urge as he gazes over the multitude of packages to be found on the average store shelf or counter. BURT can give your package those unusual qualities which will make it stand out distinctly from the "hoi polloi."

In BURT designed packages astute merchandisers who package their products for retail sale are discovering a new "talking point" of exceptional possibilities. Capitalize it.

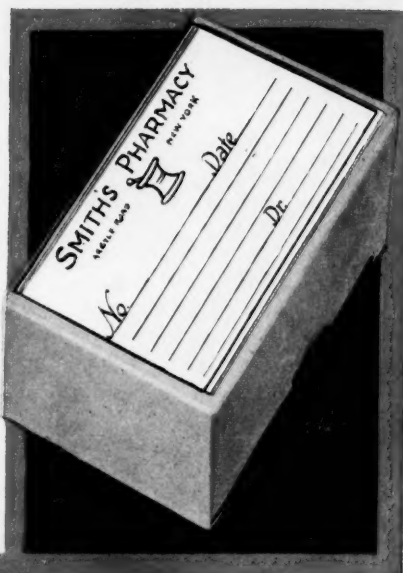
F·N·BURT COMPANY·Ltd.
BUFFALO, N·Y·

Manufacturers of Fine Set-Up Paper Boxes

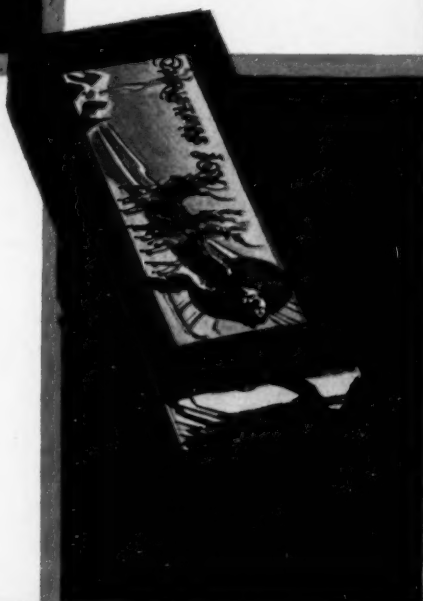
BURT DESIGNS and CREATIONS



The box of every day use must have its place of origin—BURT produces these by millions.



Happiness in every box—tags must necessarily be packaged for easier and larger sales.



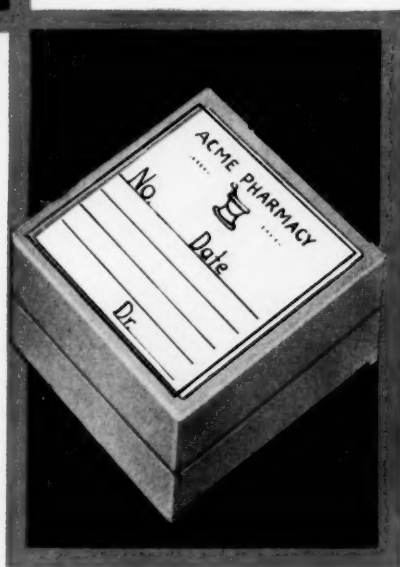
Standard remedies or special prescriptions, both reputations are built and sustained on image fixation.



These and other shapes and styles to select from—or your own special design.

**F·N·BURT
COMPANY·Ltd.**
BUFFALO, N·Y·

*Manufacturers of
Fine Set-Up Paper Boxes*



BURT DESIGNS and CREATIONS

Sticky Stuff

REG. U.S. PAT. OFF.

Famous Arabol Adhesives

Glues, Pastes and Gums

For all kinds of packaging operations

For Carton Wrapping

For Carton Sealing

For Glass Labeling

For Tin Labeling

For Sealing Shipping Cases

For Paper Box Makers

For Envelope Makers

For Paper Bag Makers

For Special Operations

Each year we receive thousands of inquiries about glues, gums and pastes for packaging requirements. These inquiries come to us from practically every field of industry, and they represent a great variety of adhesive operations. We give careful study to each inquiry, and in most cases we can recommend an adhesive that will do exactly the work required. We are often asked to suggest a cheaper glue to take the place of a more expensive product.

All users of adhesives are invited to avail themselves of this service, without obligation. Whether adhesive requirements are simple or complicated, we will be glad to offer suggestions based upon our adhesive experience of almost fifty years.

The Arabol Manufacturing Co.

*Largest Manufacturers in the World
of Adhesives for All Purposes*

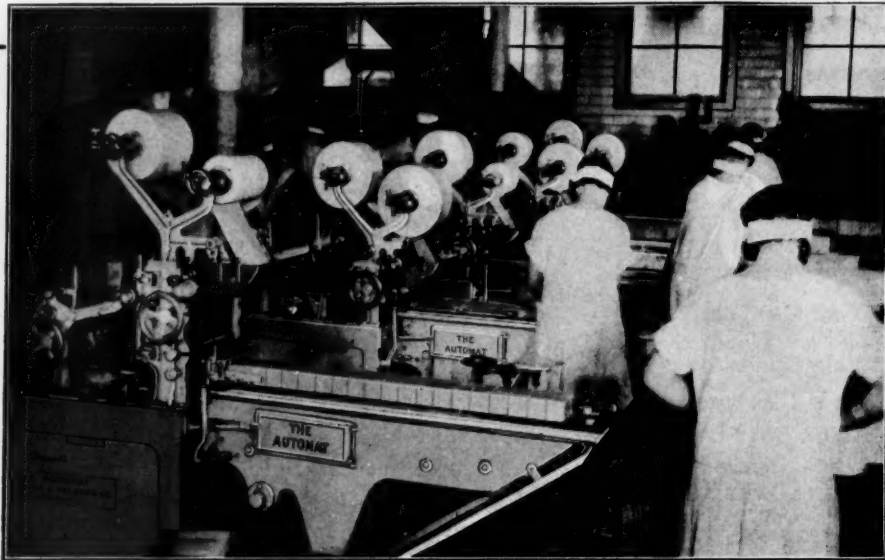
NEW YORK: 110 E. 42nd St.

CHICAGO: (Cicero) ILL.



REG. U.S. PAT. OFF.

Printed for the Creamery Man Who Wants Facts



Eleven Girls Now Do the Work of 90 ~Do It Better and Do It Faster . . .

Four years ago 90 girls were busily engaged in a large, cheerful print room wrapping and cartoning an average daily production of 40,000 pounds of butter at The Hanford Produce Company, Sioux City, Iowa.

Then, the above installation of Automat equipment was made—1 Type A machine, and 4 Type F machines—five units in all.

Immediately 1000 square feet of space was released for other uses, and 79 girls dropped from the payroll. Production didn't waver a bit—kept right up to maximum.

Net savings with Automat equipment is almost unbelievable. Expenses cut—floor space saved—shrinkage reduced—complaints practically eliminated from the trade.

*It will certainly pay you to learn more about
Automat equipment. Ask us for more facts.*

The Automat Molding & Folding Company
16-20 BROADWAY, TOLEDO, OHIO



New York Sales & Service Office, 172 Chambers St., New York • Telephone: Barclay 3808
Los Angeles Sales & Service Office, 306 Calo Building, Los Angeles • Telephone: Faber 1880



Paterson *Genuine Vegetable Parchment* *keeps it fresh . . tender . . tasty*

HERE is an appetizing can of crab meat, parchment-lined,—just as it was opened months after canning.

The delicate color of the meat is perfectly preserved. The sea-food looks as fresh . . . tastes as fresh . . . as the day it was put up.

The extra protection of a parchment liner is a big help to canners of all moist foods . . . and also carries a real sales appeal for the housewife. In fact, many packers are finding it worth while to mention the parchment liner in their advertising.

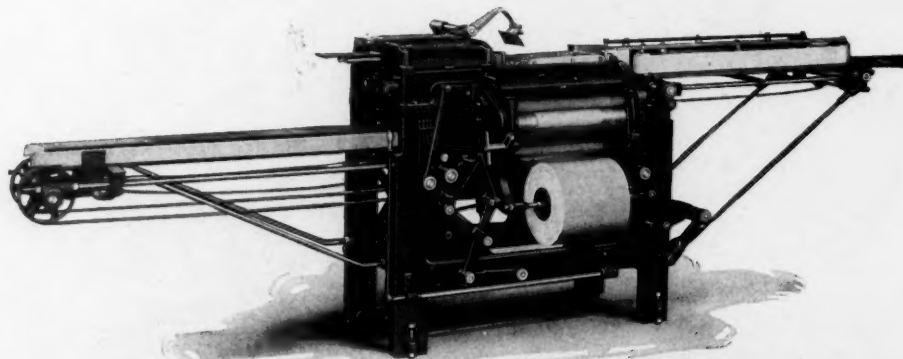
⌈ *Prices for Paterson Genuine Vegetable
Parchment are unusually attractive.
Write for samples and quotations.* ⌋

Paterson Parchment Paper Company
Original Makers of Genuine Vegetable Parchment
PASSAIC, NEW JERSEY

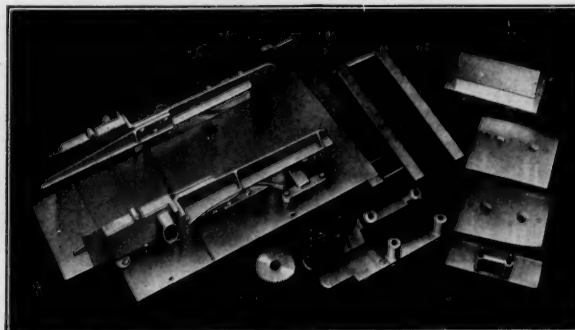
Chicago

San Francisco

DIFFERENT SIZES—BUT ALL WRAPPED ON ONE (CONVERTIBLE TYPE) MACHINE



A highly efficient wax wrapping unit, operating *entirely without cams*, and noiseless in operation.



View of complete equipment change, necessary to change package sizes. Time of change, 5 to 10 minutes.

Capable of handling many sizes, or one size, with equal efficiency at speeds of 60 to 80 per minute. Under special construction speeds to 125 per minute are developed.

Model 33 can be handled in any packaging line with automatic hook-up. Each package regardless of position upon entering the machine is automatically

timed to synchronize with the machine's operation.

Continuous steady operation for the machine—changing from size to size as production warrants. (The machine can be changed from size to size in five minutes' time. It is not a matter of adjustability, simply a definite exchange in equipment, exactly built for the package to be wrapped.)

Perhaps in your plant the daily total of packages, hand wrapped, warrants the installation of an automatic machine (possibly a group of your odd sizes), but this total may be the combination of two or three, sometimes more, sizes.

Separately they do not warrant individual wrapping machines for each size, but in combination you could make a large saving over hand wrapping.

If so, we have an interesting message for you.

For Particulars

Mail sizes or sample packages with brief description

TO

BATTLE CREEK WRAPPING MACHINE COMPANY

Manufacturers of Automatic Wrapping Machinery

BATTLE CREEK, MICHIGAN

London Office: C. S. duMont, Windsor House, Victoria St., Westminster, S.W.1.

See our Data
in the
PACKAGING CATALOG

ing

ging



PRODUCTS like people are judged by the company they keep.
Containers decorated with BRIGHTEN ROLL LEAF are
invariably found in the company of good products.
For the best decorative results always specify BRIGHTEN
LEAF—"THE ROLL LEAF WITH THE RED BACK."

Stamped with Brighten Roll Leaf!
(over)

MODERNIZE YOUR PACKAGE WITH BRIGHTEN ROLL LEAF PROCESS

DO YOUR package decorations seem a trifle obsolete?

There is nothing quite so depressing in a package as decorative disappointments, but there is an easy way to overcome them and make your packages reflect an air of charming distinction—Follow the example of thousands of manufacturers whose containers, wraps, labels, etc. are decorated with BRIGHTEN ROLL LEAF—available in gold, silver, metallic, and pigment colors.

The BRIGHTEN ROLL LEAF PROCESS consists of stamping and embossing in one operation

at practically the same speed and ease as printing.

Your package decorations stamped in BRIGHTEN ROLL LEAF not only carry an air of distinction but delight the eye and make their contents irresistible.

The design on the reverse side gives you the effect.

Write us if your local printer or box maker is not able to serve you. Also consult us for design to create new merchandising channels. And, always specify BRIGHTEN ROLL LEAF—The Roll Leaf with the Red Back.



H. Griffin & Sons Company



Chicago
701 S. Dearborn St.

New York
75-77 Duane St.

Boston
95 South St.

Sheridan Machinery Co., Ltd., of London,
Agents

Paper—"Vani-Mode" by
Middlesex Products Co.
Boston, Mass.

Design by
Package Design Corp.

A DIRECT HIT!



THE NEW MOTTLETEX

A new weatherproof leather cloth—brilliant and effective—for packages and displays.

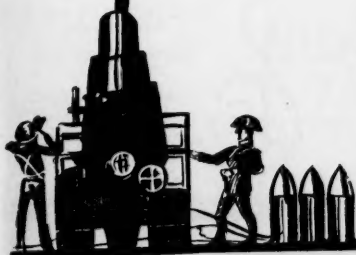
A worthy companion to SPARTEX, our new waterproof tapestry product.

Various color combinations—in book form now ready.

A PRODUCT OF

C. R. WHITING CO.

281-287 New Jersey R. R. Ave., Newark, N. J.





Alabastine Is Successful All Over the World

-- Packaged by FERGUSON MACHINERY

If you're a householder or builder in China or South Africa, you'll have as fine results with ALABASTINE, The Sanitary Wall Coating, as you would right here in America. For this beautiful and economical product is safely, tightly, efficiently packaged by Ferguson Packaging Machinery, and has been for many years.

Alabastine, which has been manufactured for exactly fifty years, is now known and used in every corner of the globe, and its advertising matter is sent out in five different languages. Expansion of trade has been rapid and successfully consistent in foreign countries, because the perfection of the packaging has insured the foreign customer of complete satisfaction.

Consult a Ferguson Engineer! He can show you how you, too, can enter into a trade expansion program and at the same time turn out your product with great saving of time and money. Send for a catalogue. It costs you no money to consult a Ferguson engineer.



J. L. Ferguson Company
JOLIET - ILLINOIS
ST. LOUIS NEW YORK LOS ANGELES

CARTON SEALING
MACHINES
AUTOMATIC SCALES
AND FILLERS
CARTON FORMING
MACHINES
AUTOMATIC CASE
PACKERS

CONTAINER SEALING
MACHINES
SALT CAN FILLING
MACHINES
FERGUSON ROTARY
SHRINKERS
SPECIAL MACHINERY,
DIES, ETC., ETC.





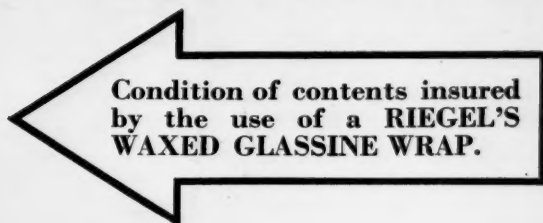
Courtesy of The Campfire Corp.

Package Insurance means **PROTECTION** for your carton and its contents.

Protection if the life or value of your product is affected by atmospheric conditions.

Protection from losing the sales value of a well printed carton if your outside wrapper is not transparent.

PACKAGE INSURANCE



GUARANTEED FRESH

Yet Campfire marshmallows in the new, 1-lb. family package cost less than ever before

FEW people know the full flavor of fine marshmallows. Until now few have tasted marshmallows so fresh they melted in the mouth—actually! If you could pick up a dainty Campfire marshmallow fresh from our kitchens—snow-white, just firm enough to keep its shape—and eat it, then you would understand what we mean.

THE NEW PACKAGE Packages have brought marshmallows to you soft and fluffy, yes—but only now could any package be depended

Now comes a new Campfire method of packing! It will introduce to the entire country the melting, delicate and original freshness of the finest marshmallows you can buy. **GUARANTEED ABSOLUTELY FRESH** Campfire offers the only package of its kind. We guarantee each marshmallow within to be as fresh as the moment it left our kitchens. Absolutely air-tight, this package is triple-sealed, glassine wrapped and packed by a special process.

THE NEW PACKAGE, now shown on the opposite page. When you look for it at your favorite store. The new package is a handy family size. It holds the right amount of marshmallows for your recipes, or just enough to open on Valentine's Day to eat as sweets. When you buy marshmallows insist on getting it. Keep a supply of these new Campfire packages to use when you need them. Campfire marshmallows are considered pantry staples by women who delight in preparing tempting dishes.

NEW LOW PRICE The Campfire price today is less than ever before. Here is one time when it costs even less to get the best—and the freshest! Write for our new booklet. It describes more than one hundred delicious ways to use these finest marshmallows. The Campfire Corporation, Cambridge, Massachusetts; Chicago, Illinois; Los Angeles, California; Montreal, Canada.

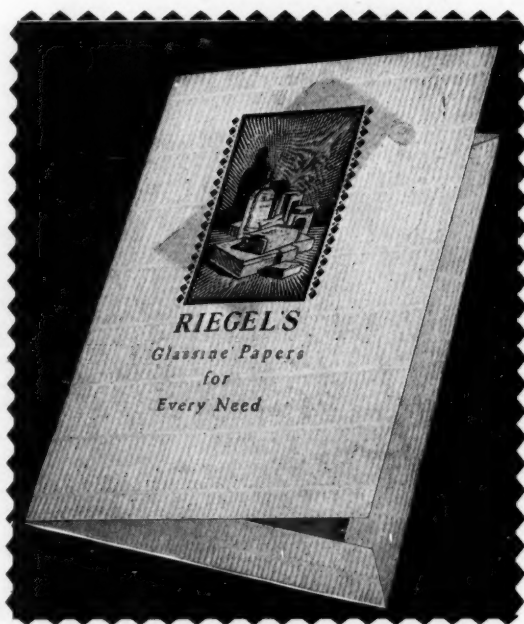
RIEDEL'S WAXED
GLASSINE
Jewel Brand

MADE ONLY BY
THE WARREN MANUFACTURING COMPANY
342 MADISON AVENUE
New York City

PROTECTS

DISPLAYS

Here is a Portfolio of GLASSINE PAPERS



WE will gladly send to you at your request one of these Portfolios containing samples of glassine papers with information as to the uses of each grade. Perhaps you will find among these samples a paper more adaptable to your particular requirements than one you are now using, or possibly the uses we list may suggest a way in which GLASSINE can be of help to you in solving a packaging problem.

Write for Your Copy

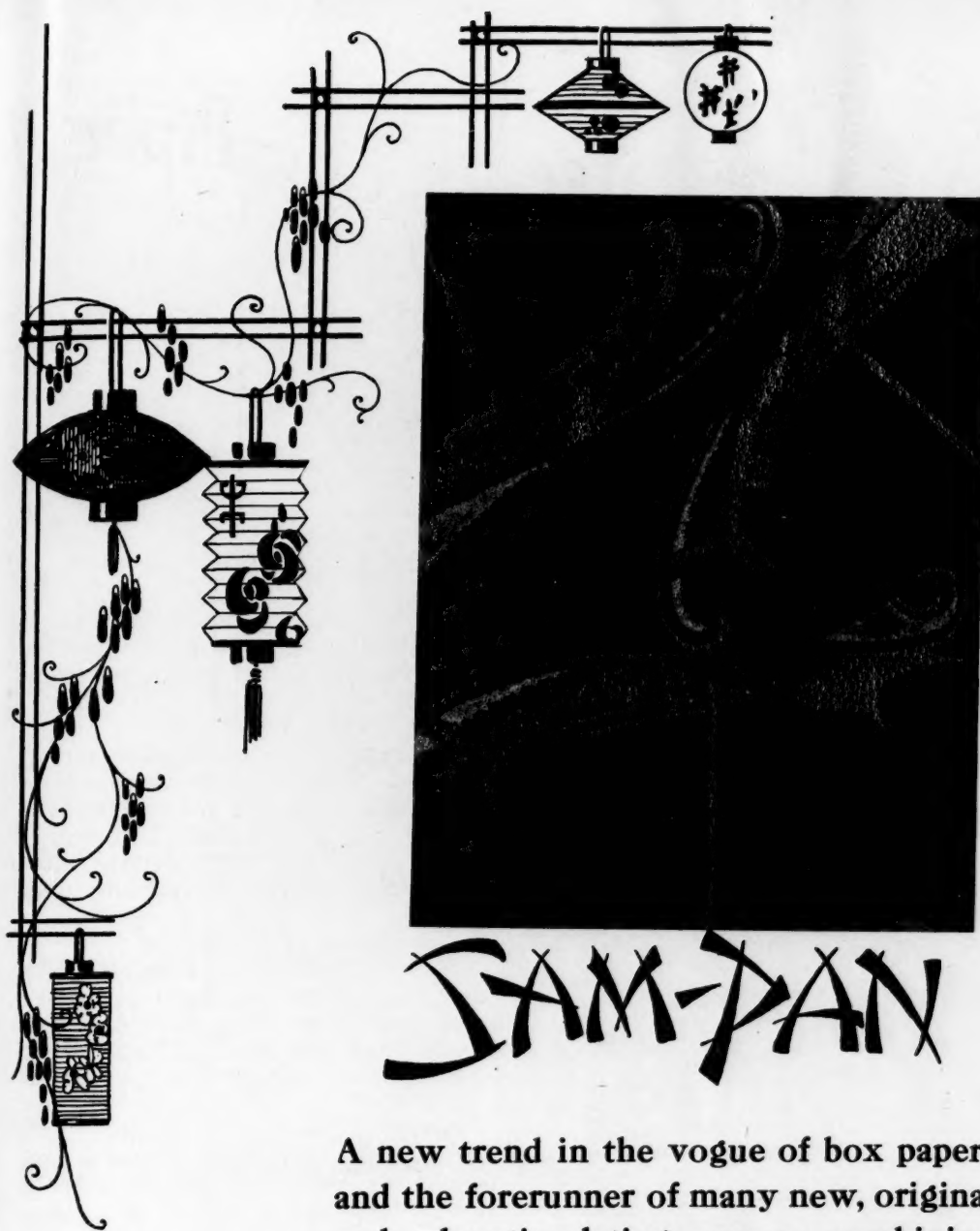
THE WARREN MANUFACTURING COMPANY

Makers of Riegel's Jewel Brand Glassine

342 MADISON AVENUE

NEW YORK, N. Y.

Chicago Office: 111 W. Washington St.



A new trend in the vogue of box papers
and the forerunner of many new, original
and sales-stimulating papers combining
the oriental with the modernistic in de-
sign, from the House of Datz.

Have you seen them all?

A. S. DATZ & SON
16 So. Marshall St., PHILADELPHIA, PA.



"S MITH cost us \$30,000 on that one proposition alone." The president of the company was speaking in a voice of regret.

"Smith knew of this process several years ago, but turned a deaf ear to every suggestion that we install it.

"The equipment is now installed and, at the present rate of earnings, would have made us \$30,000 from the time Smith knew about it.

"We certainly paid the piper for Smith's lack of interest—the profits would have paid for the PETERS method of packaging many times over."

In every industry where packages are put up for retail sale, manufacturers are paying for PETERS PACKAGING MACHINERY, whether or not it's installed. Like Smith, some are allowing a comparatively small investment to keep them from earning larger profits.

PETERS PACKAGING MACHINERY installations, supplanting hand or inferior methods, are earning as high as \$30,000 a year. In many cases the PETERS method has earned three to four times its cost the first year.

Many unusual and unexpected profits have developed in PETERS PACKAGING MACHINERY installations. Let us show you what it will do for you.



See our Data
in the
PACKAGING CATALOG



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO, U.S.A



aging

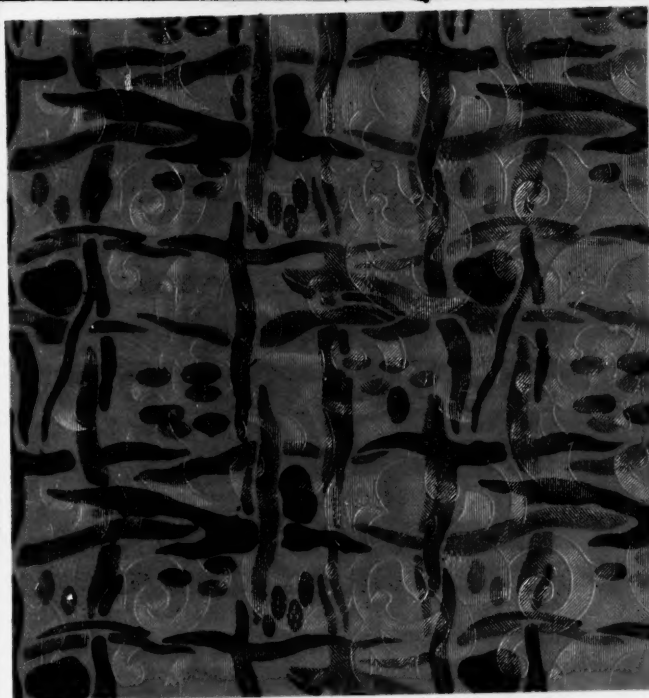


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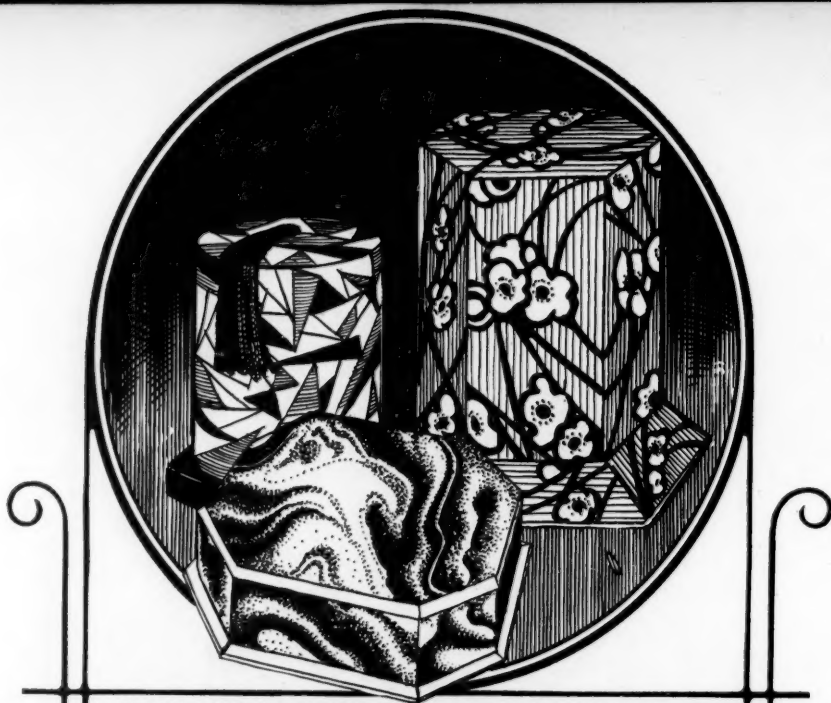
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DEJONGE Box Papers with their harmonious colors, bright patterns and distinctive appearance make for containers that delight the eye and make their contents irresistible.

LOUIS DEJONGE & CO.
CHICAGO NEW YORK PHILADELPHIA





IN the beauty of its covering lies much of the charm of a box or package. It is precisely for this reason that leading manufacturers who package their products are specifying Dejonge Box Papers.

LOUIS DEJONGE & CO.

CHICAGO

NEW

YORK

PHILADELPHIA



Send this coupon to DEPARTMENT C, LOUIS DEJONGE & CO., 73 Duane Street, New York, and receive suggestions to use as salesmen for your containers.

Name _____
 Street _____
 City _____
 State _____

VALUE

JUST five letters—yet note what they spell—*value*.

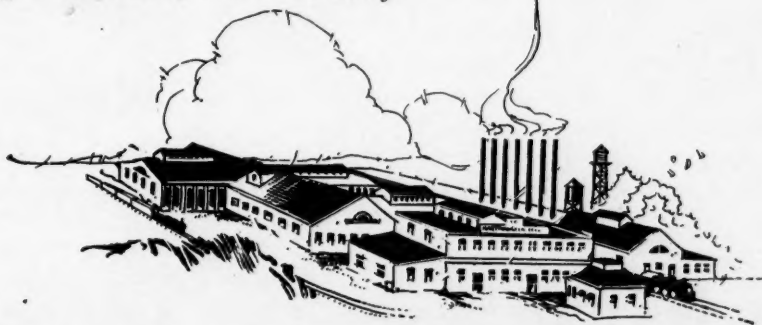
Just seven words—but note what they say—“*you generally get what you pay for.*”

If we—Hartford City Paper Company—could only get you—buyer of *value*—to appreciate our *customers'* conception of money's worth—we would have no sales problem at all.

Because the Hartford City Paper Company creed is to give *all* that you pay for and more—*unquestioned quality* plus intelligent service.

It should mean a great deal to you that Hartford City Paper Company customers stay with us year in and year out—thoroughly sold on the fact that *value* for their money is certain and that is real economy in buying.

Specializing in Glassine, plain and embossed; Greaseproof and Manifold papers, 12½ to 50 pounds; also Die Cutting.

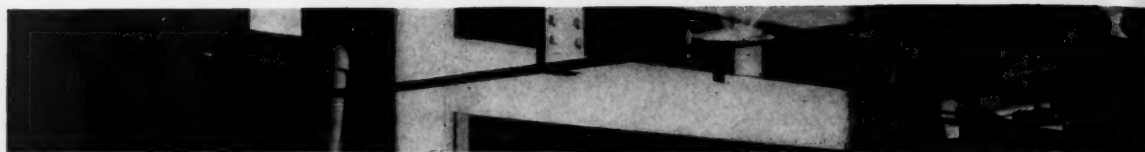


HARTFORD CITY PAPER COMPANY

NEW YORK OFFICE
1001 WOOLWORTH BLDG.

HARTFORD CITY, IND.

CHICAGO OFFICE
618 FIRST NATL BANK BLDG.



Packing Beechnut Spaghetti . . . with "EXACT WEIGHT" SCALES



No finer tribute to the merit of "EXACT WEIGHT" SCALES has ever been offered than the fact that they have long been associated with the packaging of many famous American products.

May we tell you why "EXACT WEIGHT" SCALES have been selected by so many leaders in industry? May we tell you why "EXACT WEIGHT" SCALES are eliminating overweight packages, speeding up production and establishing new standards of packaging efficiency?

THE EXACT WEIGHT SCALE CO.

1305 W. Spring St. Columbus, Ohio, U. S. A.

Many
famous products
reach the -
Consumer
via
**"EXACT
WEIGHT"
SCALES**

*Sales and
Service
in
Principal
Cities*

Canadian Representative: W. & T. Avery, Ltd., Toronto—Montreal

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ES

and
vice
a
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W
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D
G
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RUBAIYAT BOX COVERS

BOX PAPERS carried in this
and fifty other beautiful,
attractive, fascinating
Designs and Color
Schemes.

GLASSINES and TISSUES carried
to match our Box Papers make
it possible to merchandise
your goods in *attractive*
and *forcible*
manner.

Send us the name of your Box Maker
and we will supply him with
sheets for Sample Boxes

BEEKMAN PAPER & CARD COMPANY, Inc.
137 VARICK STREET, NEW YORK CITY



BRADNER SMITH & COMPANY
333 SO. DESPLAINES ST., CHICAGO, ILL.



STORRS & BEMENT
282 CONGRESS STREET
BOSTON, MASS.

and other Distributors



May

T

A



That Smile of Satisfaction!

IT isn't that he's just begun to smoke Havanas—though he may have. It isn't that he's just been accepted for membership in the Exclusia Country Club—though that's probable. It isn't that he's just acquired a new Rolls-Royce—though he could easily afford it. It isn't that he's just told his family to buy new outfits for a trip to Europe—he could afford that, too.

No, it isn't any of these things—though it might well be any of them—BECAUSE—he's just taken a look at his bank balance after six months of specifying *American Clay Coated Box Board* for his cartons and display containers.

You, too, can wear a smile of the same dimensions by insisting on a board for your cartons that prints well, takes colors, protects product in shipment and, above all, properly displays your product. The savings not only in money, but in time, worry and trouble by specifying *American Clay Coated Box Board*, are decidedly worth while.

American Coating Mills
Elkhart, Indiana

Eastern Sales Office
501 Fifth Avenue, New York City

See our Data
in the
PACKAGING CATALOG

Chicago Sales Office
2033 Builders Bldg.

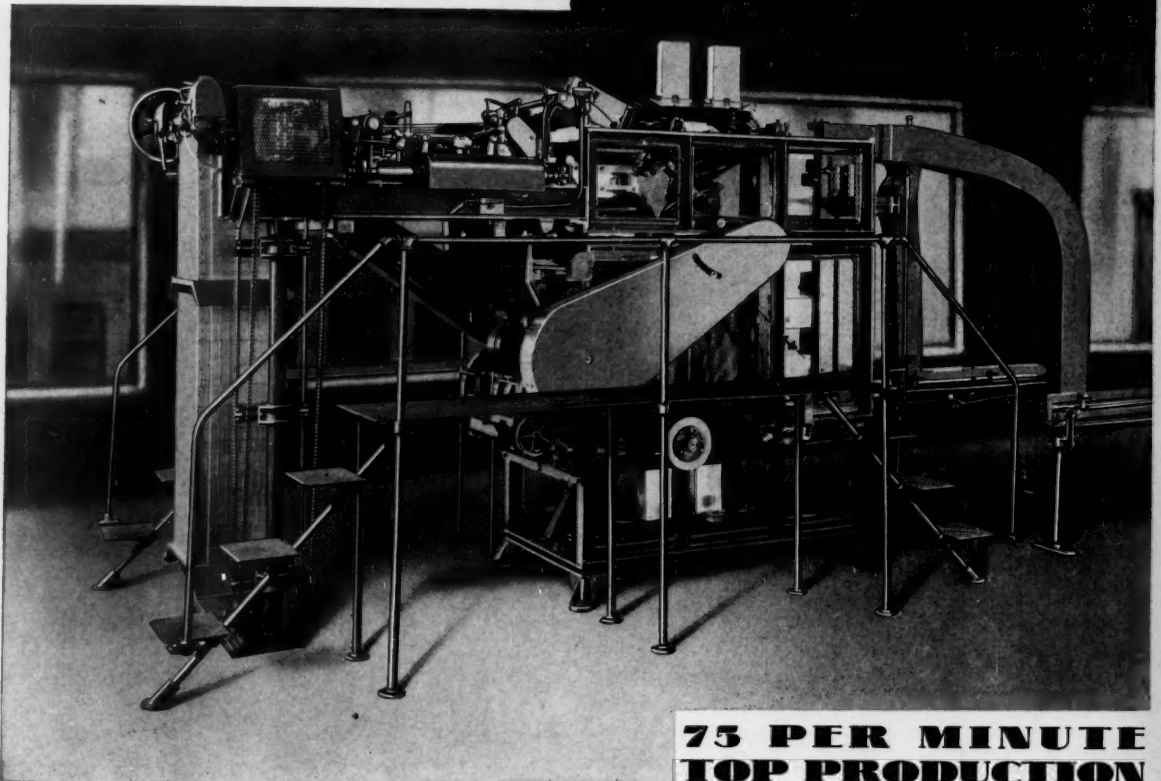
AMERICAN CLAY COATED BOX BOARD

Bring Your Packaging Costs DOWN

DOWN

DOWN!

CARTON FEEDER AND BOTTOM SEALER



**75 PER MINUTE
TOP PRODUCTION**

K EEN competition requires cost savings, however remote these savings may seem.

This JOHNSON Machine, for example, handling cartons in the flat or "knocked down" form before side seams are glued, saves from 15¢ to 30¢ per thousand cartons, depending on the carton size. Secondly, high-speed production cuts overhead costs; and automatic operation eliminates labor costs to almost the vanishing point.

Thirdly, the method of registering the carton for gluing the side seam insures an absolutely square and sift-proof seal at both top and bottom. Contents are positively protected against waste.

This JOHNSON Machine when used with the JOHNSON High-Speed Gross Weight Scale and the JOHNSON Double-Entry Top-Sealing Machine will bottom-seal, fill, weigh and top-seal your cartons at a speed of 75 to 80 cartons per minute.

JOHNSON Packaging Engineers stand ready to study the requirements of your product. They will make the necessary investigations and tests, and submit their findings for your approval. This no-cost service is yours for the asking. Write us today.

See our Data
in the
PACKAGING CATALOG

JOHNSON AUTOMATIC SEALER CO.
Battle Creek, Michigan, U. S. A.
New York, 30 Church St. Chicago, 228 N. LaSalle St.

JOHNSON

AUTOMATIC PACKAGING MACHINERY

Net Weight Scales;
Gross Weight Scales;
Bottom and Top
Sealing and Lining
Machines (with or
without automatic
carton feeders). Wax
Wrappers and Glass-
line Wrappers.

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This is one of the many **HEYWOOD PRODUCTS**

THE Creative Department on special wraps, window and counter displays, package inserts or specialties, is ever-ready to plan and produce your needs with a fresh merchandising sense that will impress your name and your product on the buying public.

Sales offices in all principal cities insure close contact with your problems.

CHICAGO
Mr. Paul Pierson
545 W. Washington Blvd.

PHILADELPHIA
Mr. Joseph Bromley
914 Drexel Building

SAN FRANCISCO
Mr. Bert Werner
2260 North Point Street

TORONTO
Mr. W. P. Benne
32 Front Street—West

R. R. Heywood Co. INC.
NINTH AVE., at 26th ST.
NEW YORK CITY

May,

19

TO
Benne
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INC

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NTO
Bennet
street - W

INC.

ST.
TY

Distinctive Packaging

with an unlimited variety of effects

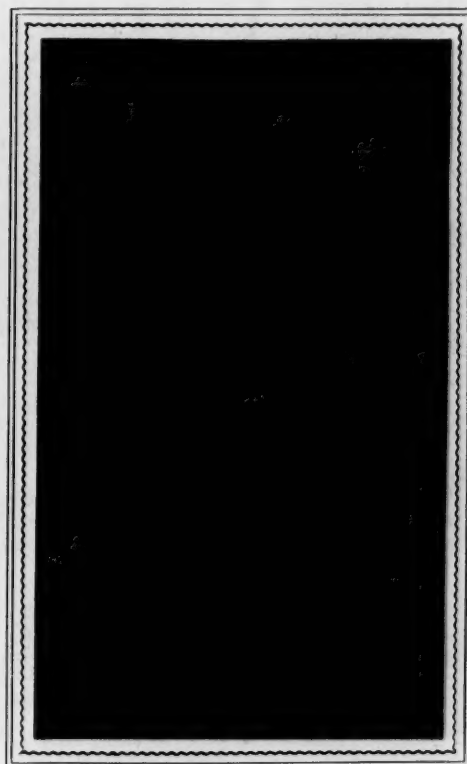


A de luxe container produced for toilet goods by W.C. Ritchie & Co., Chicago.—Covered in blue tortoise pattern.

ADAPTABILITY—

is the interesting feature of KERATOL.—

You have seen it on literally hundreds of articles without recognizing it—for its appearance, color, pattern and pliability vary according to the use intended for it—while its quality, beauty and durability remain as dependable essentials.



ONE OF A THOUSAND STYLES OF KERATOL



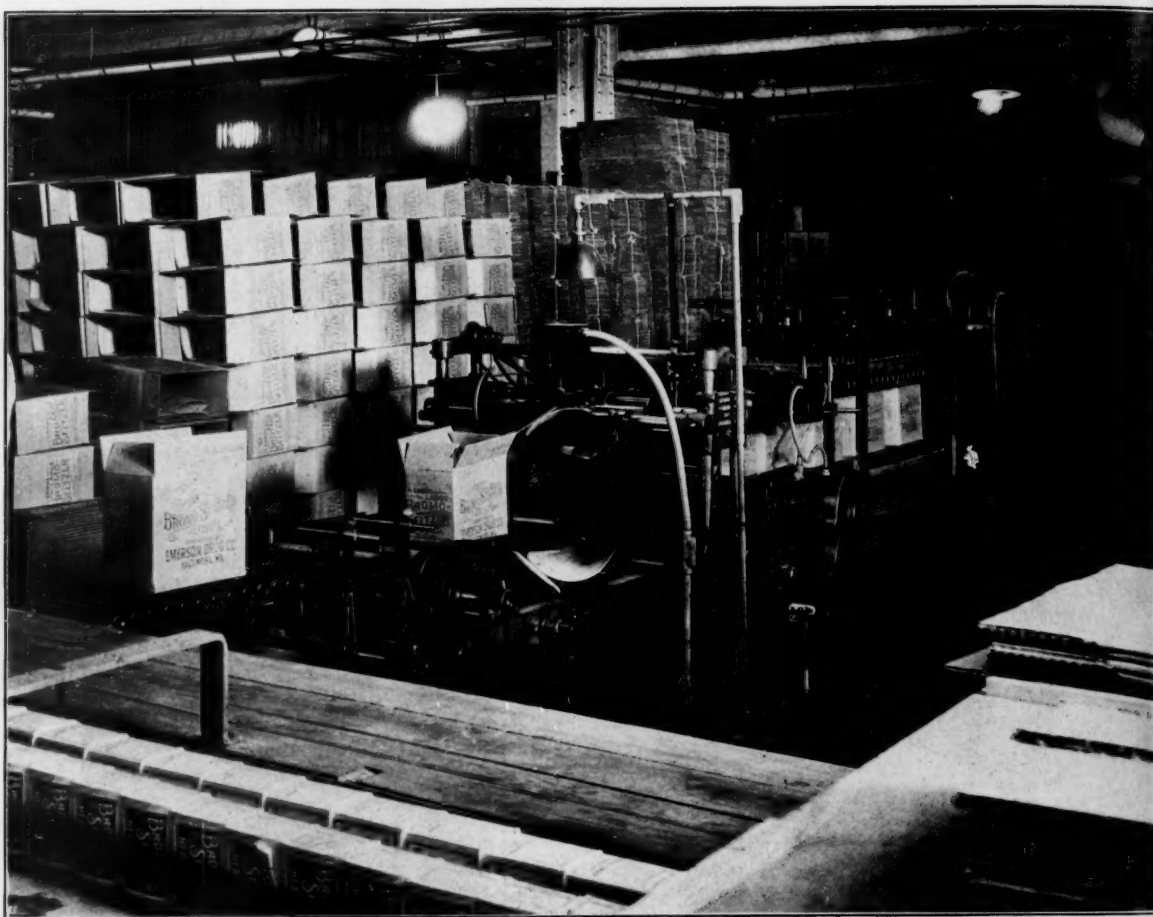
*TELL us what you plan to package:
We will gladly forward a range
of samples of waterproof and
artistically suitable*



REG. U.S. PATENT OFFICE
"THE HIDELESS LEATHER"

THE KERATOL COMPANY

SOUTH and VAN BUREN STS.
NEWARK, NEW JERSEY



100% AUTOMATIC

The above photograph shows Standard Sealing Unit for automatically sealing corrugated fibre cases packed with Bromo-Seltzer.

*Write our Engineering Department
if you have a sealing problem*

MAILER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

JOHN F. WILLARD & SON
335 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

See our Data
in the
PACKAGING CATALOG

CHICAGO, ILL.
208 West Washington St.

C. S. du Mont
Windsor House
Victoria Street, S.W.I.
LONDON, ENGLAND

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MASTER METAL FOIL

Will preserve the original factory freshness and purity of your product until it reaches the consumer.

When you use foil, folks know quality worth protecting must be there.

Haven't you a product which deserves foil protection? Whatever it is, there's a suitable Master Metal wrap or package for it.

MASTER METAL
Aluminum foil
Paper foil
Candy bar wraps
Colored tissue foils
MASTER METAL SUR-
FACED
Cartons
Signs and Displays
Tire wraps
Unfoil Box wraps



A Mark of Quality

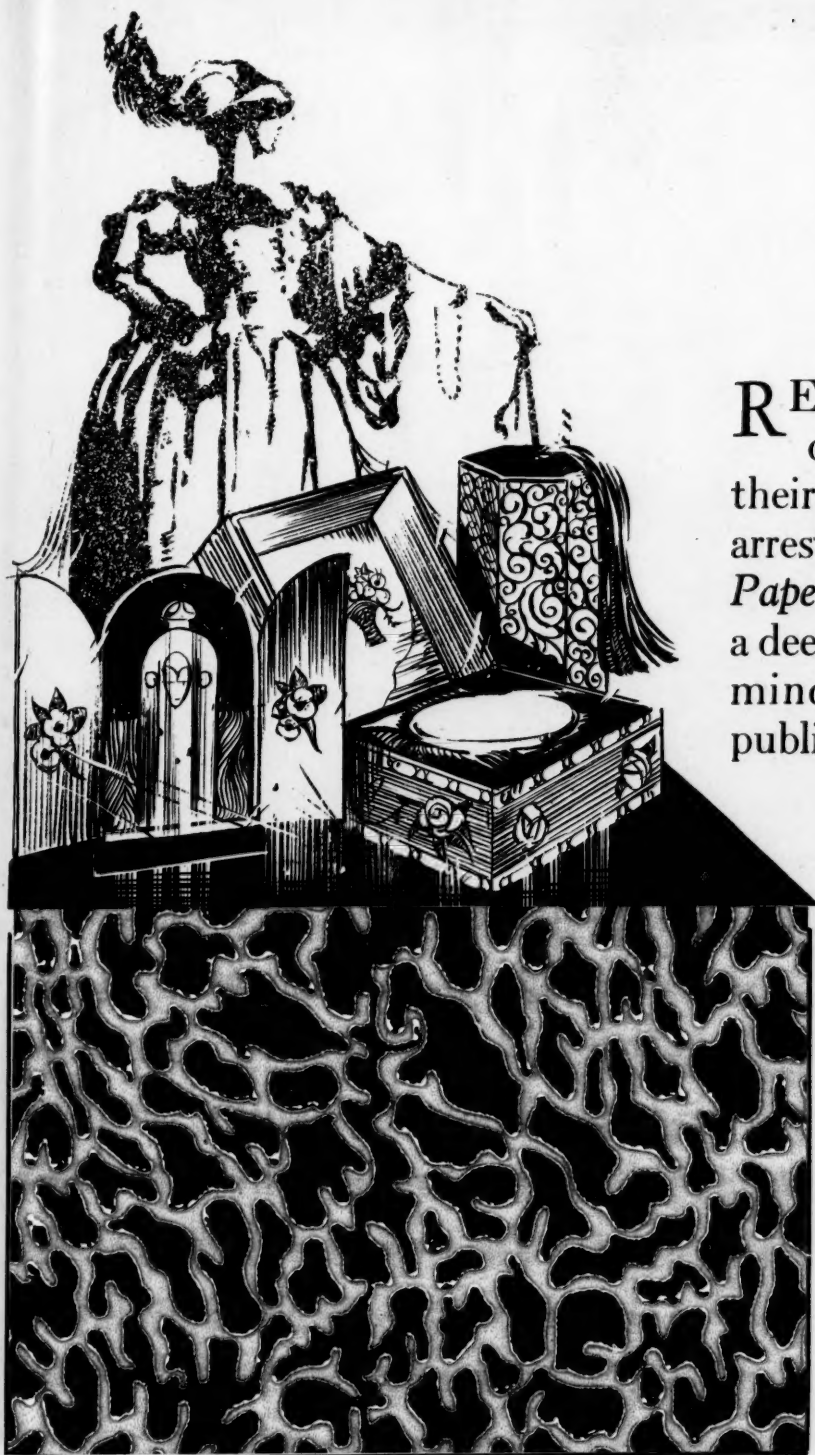
REYNOLDS METALS COMPANY

INCORPORATED
LOUISVILLE

New York
212 Fifth Ave.

San Francisco
500 Howard St.

Chicago
5 N. Wabash St.



REFRESHING in design, flawless in their artistry, created to arrest buying eyes, *Pinco Papers* invariably leave a deep impression on the minds of the buying public.

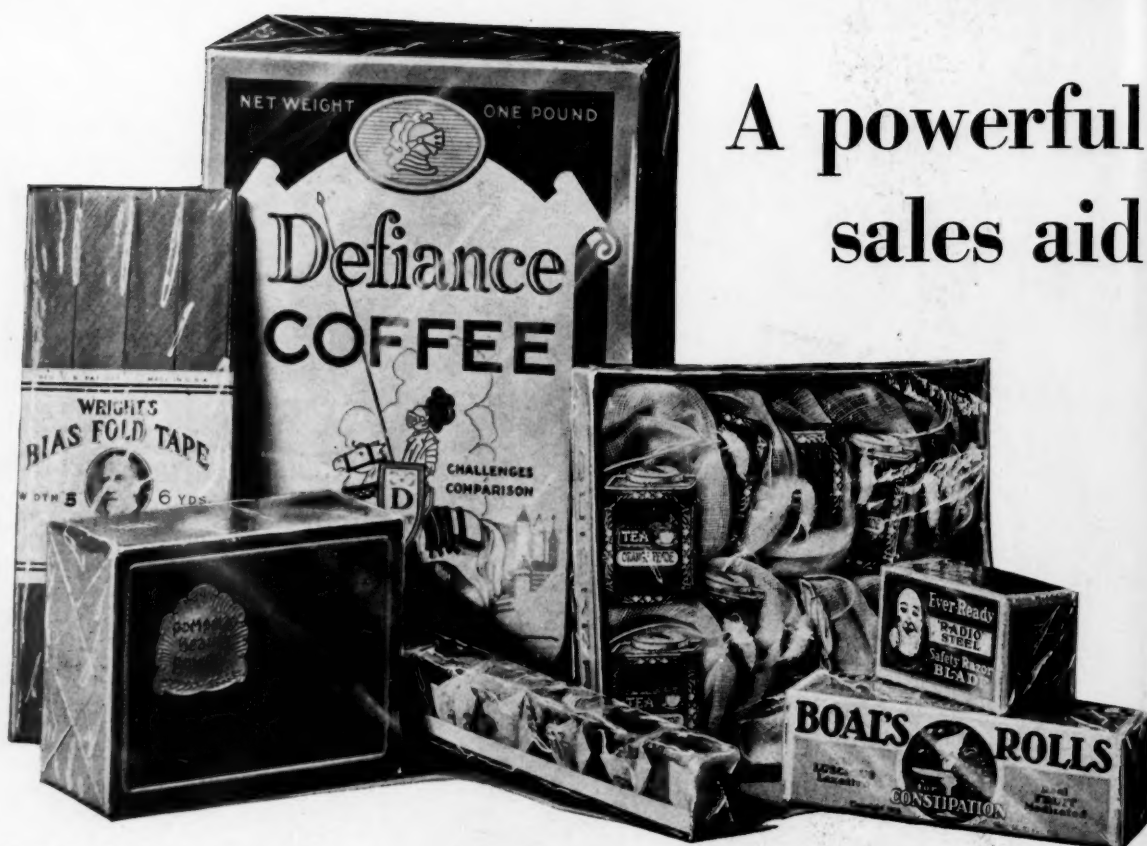
Write
for samples

CHICAGO OFFICE
1566 Conway Bldg.

PINCO PAPERS

NEW YORK OFFICE
Room 710—225 Fifth Ave.

INCORPORATED
NINTH, BAILEY AND ERIE STS.
CAMDEN, New Jersey



A powerful sales aid

Wrap your product in "Cellophane" by machine

Have you noticed the rapid growth in the number of products being wrapped in "Cellophane"? It should make you consider the use of this powerful sales aid for *your* product.

The most unassuming package takes on new interest when enclosed in this beautiful transparent wrapping. Colors stand out with remarkable brilliancy—the package looks cleaner, and is in every way more inviting.

Sometimes it is advisable to have the product show through the "Cellophane", as in the case of the caramels and tea-bags shown here.

This valuable sales aid can be taken advantage of without throwing any heavy load on your production facilities. One of our wrapping machines wraps

from 10,000 to 30,000 packages per day. Only two operators are required, one to feed the machine, and the other to pack the finished product.

Have you seen your package in "Cellophane"?

Try this — place one of your packages wrapped in "Cellophane" alongside of an unwrapped package. The comparison will surprise you! If you will send us a few of your packages, we will return them to you wrapped in "Cellophane", with complete information on machine wrapping. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK: 30 Church Street

CHICAGO: 111 W. Washington Street

LONDON: Baker Perkins, Ltd., Willesden Junction, N. W. 10



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

GAIR TOWERS OF BOX BOARD



MAGNIFIED Cartons, one hundred times or more their natural size, but true replicas in every other detail are politely formidable advertisements. They have an unforgettable way of pushing for the attention of the hurried passer-by. There is scarcely any other form of advertising that hails from the shop window so effectively.

These designers of ours turn out some wonderfully resultful enlargements of smaller Cartons which are so easily crowded from sight on the store shelf. These dummies for the show window and counter are faithful reproductions in color and shape of your standard merchandise unit, but they are big, fill the eye at a distance and tell a more detailed story of your product than your standard package can within normal vision.

ROBERT GAIR COMPANY

420 LEXINGTON AVENUE, NEW YORK, N.Y.

GAIR DISPLAY CONTAINERS



A DISPLAY Container may be fine, handsome and even elegant, yet miss its purpose. Some overlooked detail that makes for the merchantable orderliness of the contents or some miscalculation as to where the Display Container is expected to function in selling will cripple its efficiency. Will a narrow, slanting Display Container serve best? Just what pitch and height will best bring the contents into vision? What inside contrivances should be employed to make the goods very accessible to the purchaser, but least disturbed by his touch? These are the endless innovations and helps which our Creative and Design Department think of for our customers.

Expressive color designs are worked out by our artists with almost limitless suggestion. The same dexterity as to form is shown by the profusion of shapes that our structural designers turn out. Scarcely two Gair Display Containers are alike. Their variety is the outcome of a very special service to each customer and a peculiar fitness of the Display Container to his wants.

ROBERT GAIR COMPANY

420 LEXINGTON AVENUE, NEW YORK, N.Y.

McLaurin-Jones Co.
Brookfield, Mass.

Please send me sample books
showing *Ware Fancy Papers*.

Name.....

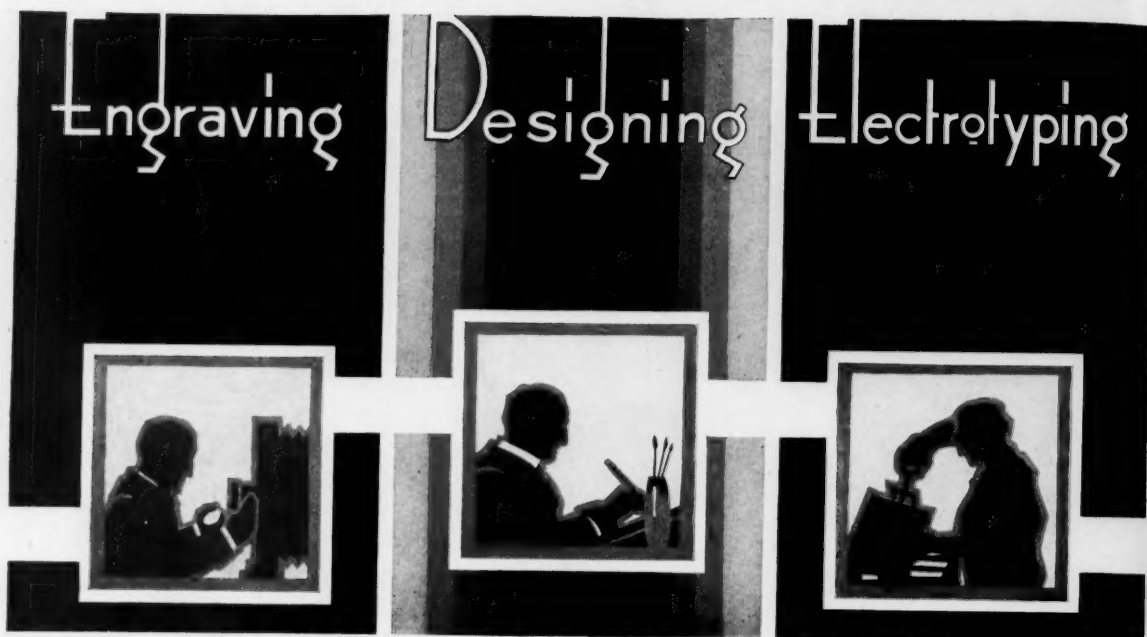
Address

A play of light—like the flash
of a sword—focusing all eyes
on your package—such is the
aim of McLaurin-Jones
Ware Fancy Papers.

*May we send you complete
sample books?*

Use coupon above for immediate service

McLaurin-Jones Co.
Brookfield, Mass.



A Complete Service .

Proper equipment plus experienced personnel is the basis of Crescent ability.

Package users as well as manufacturers of printed packaging materials will find here a complete service in package design and the production of better printing plates.



Do you have your copy of "Sales Appeal in Modern Packaging?" Second printing now being made. A request on your letterhead will bring it free of charge.

CRESCENT ENGRAVING COMPANY
KALAMAZOO MICHIGAN

DESIGNERS/ENGRAVERS/ELECTROTYPERS TO THE PACKAGING INDUSTRY



SCREENED MULTICOLOR

for modern box coverings of the better sort. A wide variety of dainty pastel colorings lend elegance to the creations put upon its surface——It seems to give a certain appropriateness to almost every requirement.——

Send for working sheets and sample book—Screened Multicolor.

HAMPDEN GLAZED PAPER
& CARD COMPANY 
HOLYOKE / / / MASS.

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THE “NEVERSTOP”

CARTON FILLING AND SEALING MACHINE



*Equipped for Volumetric Filling
and with Automatic Carton Feed*

NOT only does the “NEVERSTOP” turn out a mechanically superior package—either carton shell or printed carton—but, above all, it *ACCURATELY* fills your package without further checking as to weights.

The size of carton or material means little to the completely automatic “NEVERSTOP.” On a cracker meal in-

stallation using a 5 oz. carton the variation was less than 1/16 oz.

Investigate the “NEVERSTOP” and the complete packaging service S. & S. offer you—no obligation involved.

SPEED 60 per minute—S. & S. TIGHT WRAPPING MACHINES 60 per minute also.

STOKES & SMITH COMPANY

PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—23 GOSWELL RD.

Put your Packaging Problem up to HOEPNER

WHETHER you pack in cartons, cans, paper or burlap bags, envelopes or cotton sacks, Hoepner equipment will weigh, fill, seal or sew your package at any rate of production desired. And it is all done on one machine—a single responsibility for the completed package.

The Hoepner combination shown below weighs, fills and stitches paper or cotton bags. It has two conveyors. One is equipped with holders over which the empty bags are pushed and which act as forms when the bags are being filled. When the empty bags come into the filling position, they rest on the other conveyor belt, elimi-

nating any strain on the bag holders. As the filled bags move away from the filling spouts, the holders are automatically withdrawn. An operator folds the tops of the bags and runs them through the stitching head.

This machine handles any free-flowing material and has an output of 30 bags a minute—weighed, filled and sewed. It can be supplied without the stitching machine, if desired.

100 Packages a Minute

Other Hoepner equipment handles larger and smaller weightments up to 100 packages per minute. Whatever your dry-filling, packaging or bagging needs, we can help you.

Write our Engineering Department, sending a sample of your package and material, and a brief outline of your requirements. Our Engineers will give you constructive aid that will speed up production, cut packaging costs and utilize floor space to best advantage. No charge for this service and at no obligation. Put your problem up to Hoepner.

One guarantee, backed by Hoepner's thirty years of experience, covers all three operations, weighing, filling and sewing the package.



HOEPNER AUTOMATIC MACHINERY CORP.

Designers and Makers of Automatic Weighing and Packaging Machinery

1400 WEST AVENUE, BUFFALO, N. Y.

HMH-11

This machine, one of the many Hoepner Automatic Unit Systems, weighs, fills and sews 30 one-pound paper or cotton bags a minute. Handles any free-flowing material. Other Hoepner equipment weighs and fills up to 100 packages a minute.

aging

THE

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OF THE

PRANN DANDY BREAD

PRANN DANDY BREAD

IS MADE FROM THE
FINEST MATERIALS
AND IS BAKED
BY MEN WHO KNOW HOW
TO BAKE BREAD
THIS BREAD IS
THE RIGHT AND CLEAN
BREAD FOR THE
FAMILY

PRANN DANDY BREAD

PRANN DANDY BREAD

PRANN
DANDY BREAD
THE RIGHT AND CLEAN
BREAD FOR THE FAMILY

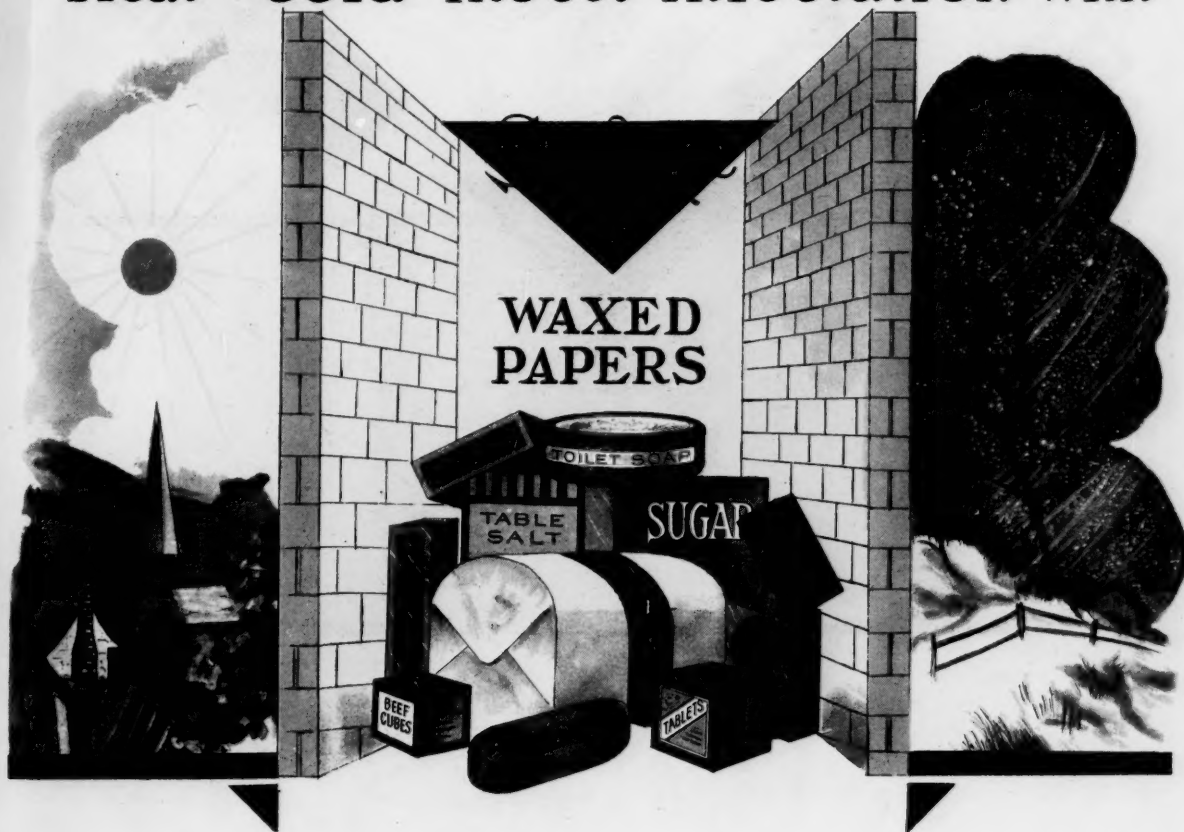
518-12

BYE

IMA

218

Protect your Product Against Heat - Cold - Insect Infestation with



SAVING" is sometimes false economy. When you save by cutting down on protection for your product, you really lose.

Year after year losses pile up in rejected merchandise due to moisture absorption—loss of freshness and crispness—insect infestation.

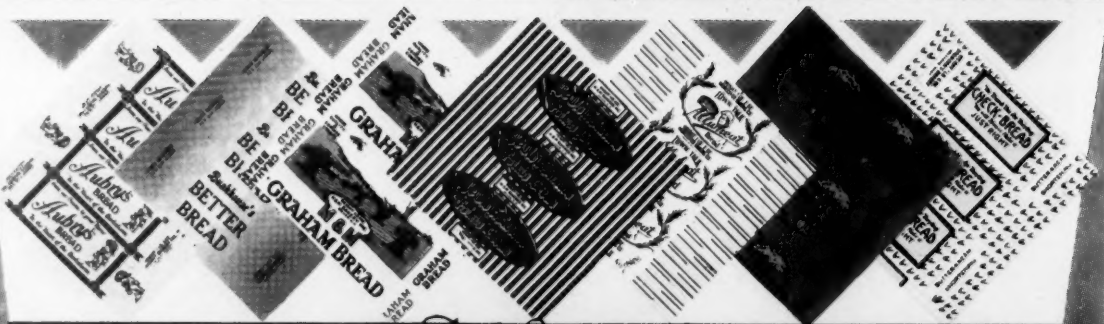
Sanigenic Waxed Papers not only protect the contents of your package against all deleterious influences but it gives it a Sanitary appeal—a guarantee of cleanliness—Sanigenic Waxed Papers sets up an impenetrable wall between your product and outside atmospheric conditions.

Sanigenic Waxed Paper is furnished plain or printed, sheets or rolls, in all colors and weights best suited for your purpose.

AMERICAN TISSUE MILLS

HOLYOKE, MASS., U.S.A.





Color the Master Salesman

COLOR is the master salesman for those who package their products for retail sale. You spend money on developing color schemes for your package and carton and then nullify it by wrapping with waxed paper that destroys all color value.

The American Tissue Mills have developed Sanigenic Waxed Papers in any color or combination of colors. Your own scheme of decoration, plus the highest quality of printing is obtainable.

Make use of the selling power of color by consulting American Tissue Mills for waxed paper that will not only harmonize with your package but will absolutely protect it from the elements.

AMERICAN TISSUE MILLS
HOLYOKE MASS., U.S.A.



**WAXED PAPERS FOR
EVERY PURPOSE**

The New Significance of **BOXBOARD**

NOT so very long ago, a carton was simply a container, made to protect its contents.

Today a carton must have real sales appeal. Originality in coloring, design and shape are highly desirable. It is definitely established that an attractive package will bring an appreciable increase in sales.

All these things have produced a demand for high quality boxboard.

RIDGELLO **CLAY COATED** **FOLDING BOXBOARD**

has met this demand. Its smooth, even surface prints colors with a brilliance and snap that actually adds attractiveness. Its uniformity makes printing easier. Its strength means increased protection to the contents.

Ask your boxmaker to prove up your box plates on Ridgello. You will be able to notice an improvement.

May we send you a new sample book showing white Ridgello and the eight stock colors?

LOWE PAPER COMPANY

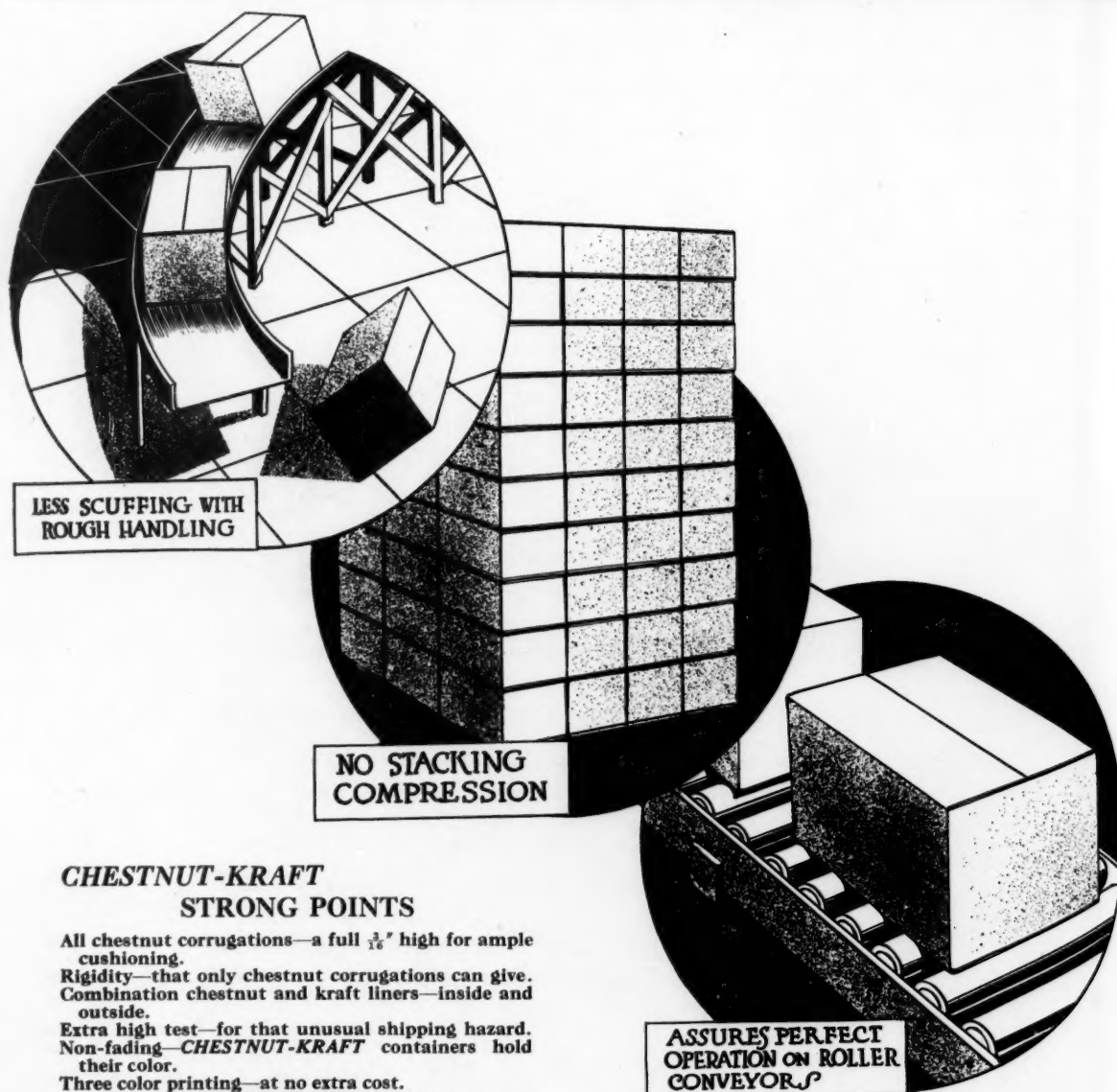
RIDGEFIELD



NEW JERSEY

PLAN TO PROFIT BY THIS

BUILT FOR SAFETY FIRST—AN EXTRA



CHESTNUT-KRAFT STRONG POINTS

All chestnut corrugations—a full $\frac{1}{8}$ " high for ample cushioning.

Rigidity—that only chestnut corrugations can give. Combination chestnut and kraft liners—inside and outside.

Extra high test—for that unusual shipping hazard. Non-fading—CHESTNUT-KRAFT containers hold their color.

Three color printing—at no extra cost.

Economy—CHESTNUT-KRAFT containers cost no more and weigh less than the ordinary shipping container, which means many dollars saved on your shipments.

GARDNER & HARVEY

MIDDLETON

THIS CHESTNUT-KRAFT IDEA

TRA ORDINARY SHIPPING CONTAINER

CHESTNUT-KRAFT is the result of many experiments and tests made during the past year. The Gardner & Harvey Container Company has felt that a stronger, more rigid shipping container, capable of giving greater protection, could be made. We went at this with an open mind, constantly testing and retesting various products until we finally achieved the *CHESTNUT-KRAFT* corrugated container.

Here is the box that will help your sales department. It combines high test and great rigidity with a light weight, to carry your shipments safely and economically. Keep your customers satisfied through clean, dependable deliveries in *CHESTNUT-KRAFT* containers.

To assure you of a constant supply of *CHESTNUT-KRAFT* containers, we have built a new, modern container factory. The most up-to-date equipment has been installed. Economy and efficiency in manufacturing has been our guide in planning this new factory. Gardner & Harvey service has long been a by-word of folding carton and boxboard users and the same policies prevail in our new container factory.

In order to fully appreciate the remarkable advance in the manufacture of safer and stronger shipping containers you should, in justice to yourself and your customers, investigate this new *CHESTNUT-KRAFT* container—your request will bring you a run-of-the-mill sample that will surprise you under test—no obligation involved.

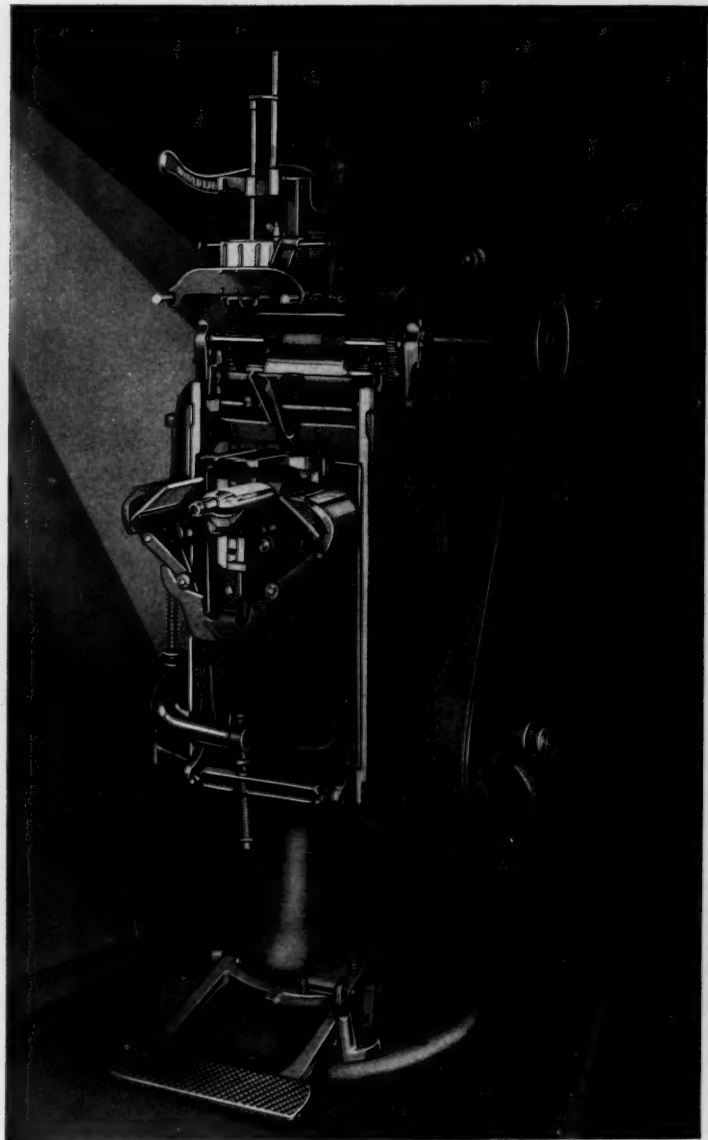


VEY CONTAINER CO.

TOWN, OHIO

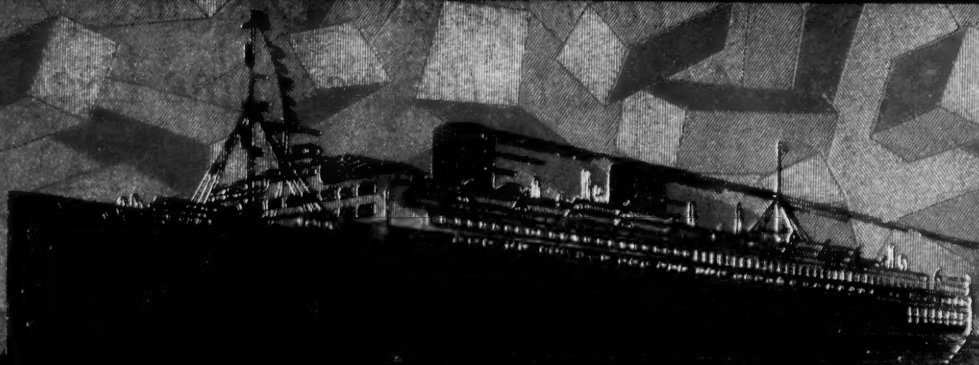
\$750.00
Investment
EARNS
\$330.00
per Year

23 Cents per Thou-
sand Bottles Saved.
Labeling Costs Re-
duced 28%. 60 to
65 Cases of Bottles
per Hour.



Economic Machinery Company
Worcester, Massachusetts, U. S. A.

World Labeler



BON VOYAGE



ASSORTED CHOCOLATES AND BONBONS

Is Your Package Designed to Appeal to the Feminine Eye?

Then You Will Want to Know about

VANI~MODE

"the Box Coverings of Fashion"

For in VANI-MODE, Middlesex offers
an exclusive design in Horizon Blue,
Indian Orange and eight other *authentic*
fashion colors, sure to help your product
intrigue the feminine eye.

Samples by Return Mail

MIDDLESEX PRODUCTS CO.

A Modern Mill

38 Chauncy Street, Boston



MAIL THIS COUPON FOR THE NEW VANI-MODE SAMPLE BOOK.

MIDDLESEX PRODUCTS CO.,

38 CHAUNCY STREET, BOSTON.

5/29 m.p.

Please mail the New VANI-MODE Sample Book to

Slanting Display Containers

A Slanting Display Container properly designed catches the eye, holds the attention, awakens the desire and causes the consumer to purchase.

Slanting Display Containers which we have designed for a wide range of the products for a great many manufacturers have produced these results.

Each Display Container harmonizes in color with the products to be displayed. Simple for the dealer to set up, and occupying a minimum of space.

We will be pleased to design such a Display Container for your product.



Rochester Folding Box Co.
Lithographers

MAIN OFFICE AND PLANT: ROCHESTER, NEW YORK

New York Office
280 Madison Avenue

Chicago Office
1314 E. 54th Street

Philadelphia Office
328 Chestnut Street



Reduce your payroll

Eliminate
costly hand operations

A MACHINE CAN DO IT

Your payroll dollar brings you less return than any other dollar you spend in your business . . . When you discount time and material wasted alone, through slow, inefficient hand operations, the efficiency of your payroll dollar is alarmingly low.

Special Production Machines, Inc., has helped a number of manufacturers rescue lost profits from their payroll by designing and building speedy, efficient, special machines, to replace slow hand operations. In other plants, we have cut payroll costs and speeded production by re-designing and improving semi-automatic machinery to make it completely

automatic. In some plants, a little improvement on existing machinery has resulted in speedier production, less spoilage and greater all 'round efficiency. In the last six months alone our work has saved thousands of dollars in some of the largest and best known plants in practically every industry.

We are organized to help you solve production problems of any character . . . A booklet describing the services of Special Production Machines, how it operates and how it is serving manufacturers, will be sent on request . . . Special Production Machines, Inc., Norfolk Downs, Massachusetts.

Special
PRODUCTION MACHINES

A Division of PNEUMATIC SCALE CORPORATION, LIMITED

For over thirty-five years Pneumatic Scale Corporation, Limited, has manufactured automatic labor-saving machinery for many of the world's largest producers of merchandise.

C.H. FORSMAN CO.
Box Tops With Vision



THE SCHRAFF'S
FRANK G. SHATTUCK CO.

WHY BOX TOPS?

DRESS UP YOUR
PACKAGE WITH AN
ATTRACTIVE AND
WELL REPRODUCED
BOX TOP THAT THE
PUBLIC MAY RECOG-
NIZE IT AS THE ONE
FROM WHICH THEY
LAST ENJOYED EAT-
ING THAT GOOD
CANDY.

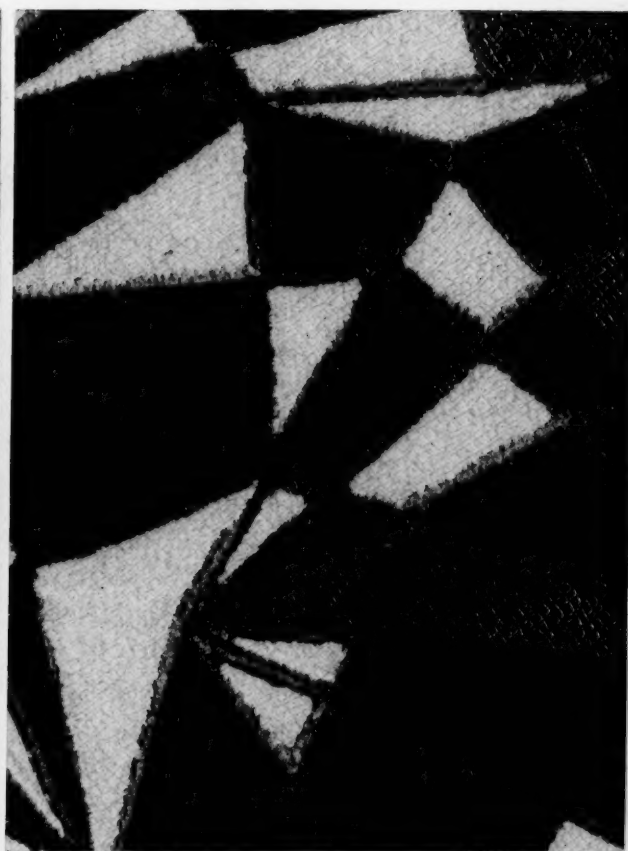
FORSMAN'S BOX TOPS
ARE CREATED BY THE
BEST KNOWN ARTISTS
AND ARE REPRO-
DUCED IN OUR FAC-
TORY FROM BEGIN-
NING TO END.

DESIGNS SENT ON REQUEST
SEND US THE EMPTY BOX
WE DO THE REST

C.H. FORSMAN Co.

MAIN OFFICE AND FACTORY

318-326 West 39th Street
NEW YORK



F2829

is the forerunner of coming Whiting-Patterson *English* box papers. Modern in thought, conceived in good taste, one is immediately appreciative of the warm colorings, originality of design and careful execution.

The merchandising power of *English* box papers will aid in your efforts for greater sales by giving a freshness to your package that will put them in demand everywhere . . .

WHITING-PATTERSON CO., INC.

New York and Philadelphia

Swigart Paper Co.
Chicago

L. P. Cheever
Boston, Mass.

Walter J. Willoughby, Inc. Springfield Glazed Paper Co.
San Francisco, Cal. Chicago

The John Leslie Paper Co.
Minneapolis, Minn.

Paper Sales, Ltd.
Toronto, Canada

This advertisement is for the Chestnut Corrugated Board

*Answers Your
Lower Ship*



THE advent of All-Chestnut Wood Board—the first advance in 25 years, in the use of a new material for corrugating purposes—has these superiorities:

- 1—It is All-Chestnut Wood.
- 2—An unchanging and uniform raw material.
- 3—There is an unlimited supply of raw material available.
- 4—Chestnut Corrugating board has a distinctive dark color.
- 5—There never has been a failure on tiering tests, with All-Chestnut corrugation.
- 6—Over 40% stronger than the ordinary corrugating board, after fabrication.

*Write for your nearest
Manufacturer*

The La Boiteaux Co.

Sole Distributors

Cincinnati

Chicago

New York

Cleveland

St. Louis

Atlanta

Detroit

benefit of Corrugated Box Users rd for Shipping Containers

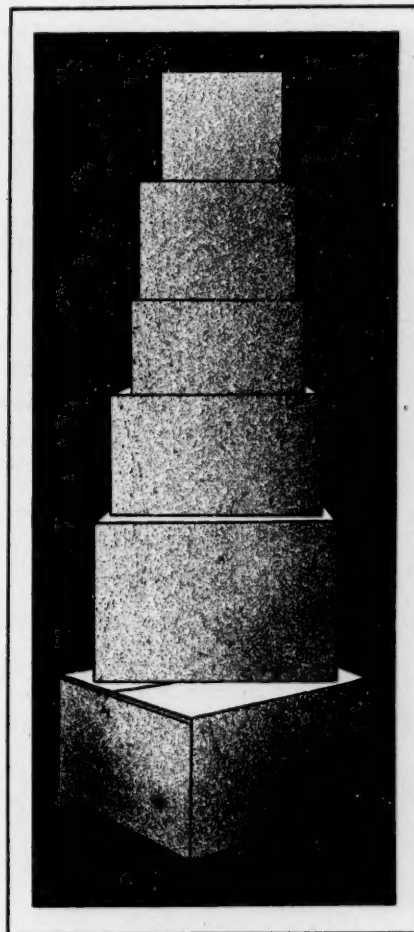
Demand for ping Losses

Good containers can always be superseded by better containers and we believe that in this new material you will be pleased with the all-around increase in protection this higher grade material affords.

Laboratory tests—most rigid—tell the story of more “drops per case”—more “cases in tiers”—less “splitting” and internal breakage. Careless handlers can be 50% more careless and your shipments will pass through unscathed.

Specify “Chestnut Corrugations” in your next lot.

*Write for your nearest
Manufacturer*



The La Boiteaux Co.

Sole Distributors

Cincinnati

Chicago

New York

Cleveland

St. Louis

Atlanta

Detroit

TO SERVE YOU WELL

CONTINENTAL CAN COMPANY, Inc. now has 28 factories and 22 sales offices situated at strategic points throughout the country.

At your disposal are Continental's thoroughly equipped research and development laboratories, constantly devising better packages, and better methods of preserving all products, and in many other ways rendering unusual service to our customers.

Continental is large in resources — in personnel—in factories and equipment — but not too large to faithfully carry out the "*Continental Idea*" of close personal supervision of each inquiry and each order and bringing to our customers, present and prospective, a wealth of experience, together with the Continental ability to render excellent service.

You will be interested in knowing every "Key Man", as well as a majority of Continental's employees are stockholders. As partners in the business, they all have a deep interest and pride in Continental's success. They have the will, experience and equipment to produce the utmost in quality of products and in service with all that this implies.

CONTINENTAL CAN COMPANY, INC.

COAST TO COAST

"It's Better Packed in Tin"

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1929.

VOLUME TWO
NUMBER NINE

NEW YORK, May, 1929

\$3.00 FOR THE YEAR
35 CENTS A COPY

How Canada Dry Is Packaged

Integration of Operations Assures Sterility of Bottles, Produces Attractive Presentation and Reduces Breakage

By **JOHN L. MURPHY**

Vice-President in Charge of Production, Canada Dry Ginger Ale, Inc.

CANADA Dry ginger ale is manufactured and packaged in five plants, two in the United States, located at Maywood, Illinois, and Hudson, New York, and three in Canada situated at Toronto, Edmonton and Montreal. The company also operates five other general line plants in the United States.

In bottling Canada Dry ginger ale, synchronization of all operations permits large volume production. From the time the bottles leave the incoming freight car until the filled and capped bottles are packed in wooden boxes or Hostess Packages (corrugated fibre boxes) and stored in the finished goods warehouse, automatic bottling and packaging machinery is relied on wherever possible with the result that comparatively few operations are manual.

To better understand the bottling operations a word about the manufacture of the ginger ale first. Ginger

root, the very finest, grown under the company's supervision in the island of Jamaica is, after picking and hand peeling, sun bleached or cured. During the peeling and sun-curing operations imperfect roots are eliminated and those selected are shipped from the Jamaica plantations in sacks to the company's own extract plant.

The ginger root is there prepared into the extract that is distributed in steel drums to all the company's manufacturing plants. Before grinding, the ginger root is again inspected and weighed, then passed on to specially constructed grinders. From the grinders the ginger is made into extract in specially patterned extractors built to this company's specifications which are maintained as standard at all five plants.

When the extract reaches the plants in this country or those in Canada it is added to other ingredients,



Conveyor belts return empty cases to cars for refilling



Bottle filled boxes pass over conveyor belts to washing machines



Bottles are washed at the rate of 176 per minute

properly blended and balanced, in laboratories. A battery of syrup kettles, made of copper, tin lined and steam jacketed, mix dissolved pure granulated sugar with filtered water at sterilizing temperatures with the extract. The syrup thus made passes through special filtration process in filters that are sealed so that neither human hand nor outside air contacts with the product from this point on. From the filters the syrup passes into tanks of five thousand gallon capacity each, glass lined with mechanical agitators and silver plated fittings, where the syrup is sealed by the chemist and held for use when required.

For the bottling operations of the six bottling units in one plant, for instance, conveyors serve as the primary motive power of the bottles from the start to finish. Only through the synchronization of the conveyor unit with the bottling, sealing, and labeling units is it possible to complete all the operations on eight hundred bottles a minute for these units. From freight cars at the railroad siding the new green bottles, four hundred gross to a car, direct from the manufacturer, are manually inserted into boxes placed on the mechanical conveyor which is located right at the entrance of the freight car. As the bottles are filled into one box another empty box is right at the operator's elbow, moved there from a long line of empties returning from the washing machines.

As the wooden boxes of bottles ride into the plant, twenty-four bottles to a box, they are elevated mechanically on roller conveyor lines to an overhead conveyor where they are moved to the washing and sterilizing machines. The room through which the bottle-filled boxes pass is the finished goods warehouse which

abuts the shipping platform and railroad siding and where many thousands of filled boxes can be stored for peak seasonal demands.

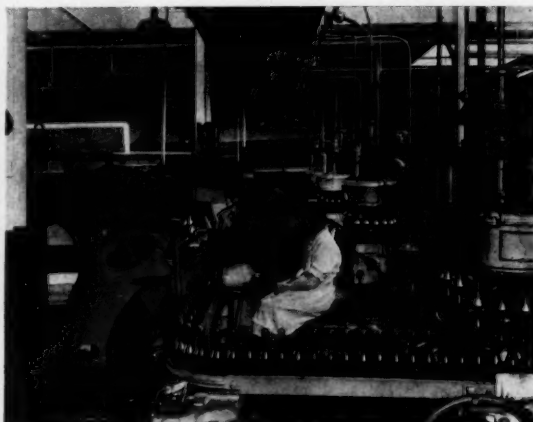
The return of empty boxes from the washing and sterilizing machines is by roller gravity and power conveyors. Throughout the plant the system is continuous flow from the railroad car to the bottling operations and then to the warehouse or the shipping car and back and forth of empty boxes.

At the washing machines the bottles are manually fed one hundred and seventy-six a minute onto racks that when filled move through four caustic soda solutions, washed at four different temperatures through several scrubblings inside and out with bristle brushes revolving at eighteen hundred revolutions a minute and several rinses in pure, sterile, ultra-violet-ray treated water. In setting the bottles into the washing machine racks the operators take the bottles out of the boxes, which have come direct from the railroad car on the conveyor, and after emptying the box it is placed on a conveyor on which the empty box moves back again to the railroad car for refilling with empty bottles.

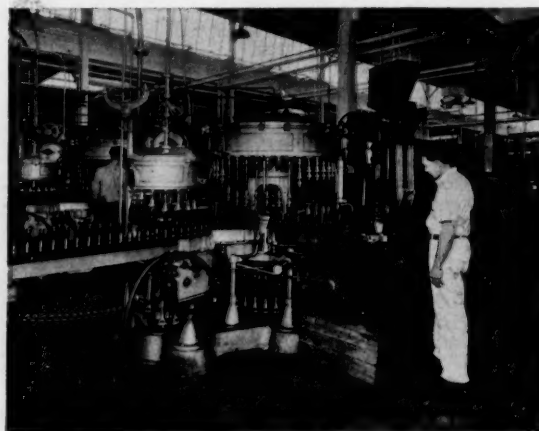
As the sterile sparkling bottles emerge from the washing machines they fall onto the single line conveyor attached to one unit of the filling machines and the remainder of the complete bottling line. The bottles are delivered over lights and inspected for defects; this is the second inspection point, after which no single bottle is touched by the human

hand except to remove it from the line of production.

Entering the syrup-filling machines the bottles receive



Washed bottles are inspected over lights -



Bottles receive mechanically measured quantity of syrup extract

a mechanically and accurately measured amount of finished syrup from the 5000-gal. glass-lined storage tanks in the cold rooms. They then pass directly to the automatic filling machines where they receive the carbonated water. Attached to this machine is the automatic crowner or cap sealer which punches on the cap for each bottle, the entire filling and sealing unit producing eighty or more completed bottles a minute. From the capping machine the bottles pass on the conveyor through a testing tank where any leakers are instantly detected and removed. After this testing the bottles continue along the conveyor to the foiling machines which mechanically foils and labels the bottles. The foiling and labeling operations are mechanical and automatic, controlled by one operator at each machine. Continuing along the conveyor line each bottle is subjected to frequent inspections and a paper wrapper is placed over every bottle on its way to insertion in the wooden shipping containers. The bottles for the Hostess package are protected. At the end of this conveyor line either wooden boxes or corrugated fibre shipping boxes meet the wrapping tables from a gravity roller conveyor. The bottles are manually inserted. If in wooden boxes the box is not sealed but is nailed and is passed onto the conveyor which takes it to the finished goods warehouse. If in corrugated fibre shipping boxes the boxes are mechanically sealed and passed right from the sealer onto the conveyor line destined for the finished goods shipping platform or to be placed in the storage warehouse for subsequent withdrawals.



Machines fill bottles with carbonated water at the rate of 80 per minute



Final inspection of filled bottles

FOUR requirements in the bottling of Canada Dry ginger ale make it imperative that the operations

integrate as thoroughly as they do. First of all, sterility of bottles until the final capping process is absolutely essential. Secondly, nothing in the bottling process must mar the appearance of the bottle and its labels because the eye appeal of the Canada Dry bottle must complement and bespeak the taste appeal of the ginger ale itself. Thirdly, breakage because of the volume of bottles put through the several units would be disastrous and very expensive, figured

against the large plant overhead. Finally, the world-wide popularity of Canada Dry necessitates a volume production that cannot be hampered by ineffective meeting of the several elements of the operations.

The same thoroughness that distinguishes the production and packaging methods of the Canada Dry Ginger Ale Company also extends to its merchandising methods. It is of interest to note that the majority of the company's advertisements include a facsimile of the bottle prominently displayed. This practice has without question been a large factor in clearly identifying the bottle and label with the quality of the product.

Extensive advertising of this product in periodicals having a nation-wide circulation, on bill boards, car cards, attractive window and counter displays in dealers' stores and other forms of publicity have all aided in establishing the identity of the product. Its high standard of quality, distinctive flavor and sparkling purity have obtained for it in the minds of the buying public the high esteem it deserves.

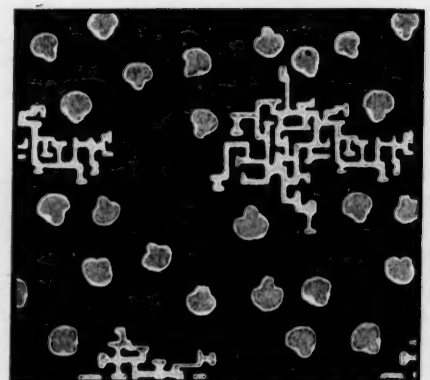
Paper Designs

The New Papers in Dec
Enable Box and Package
Suitable Box Coverings for

Right: All the lure of world travel is pictured on this yellow and orange paper decorated with gray and black figures. By Trautman, Bailey and Blampey



Left: Hand-tooled leather effect in brown, green, blue and rose-bronze outlined in gold. Effective for use on boxes containing men's furnishings. By Marvellum Company



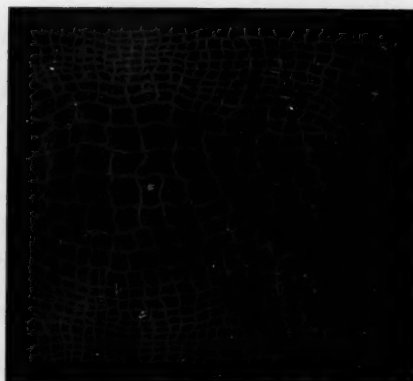
Upper right: A black paper decorated in green, gold and white in a pattern suggestive of Chinese influence. By Hampden Glazed Paper and Card Company



Left: Delightfully delicate colors and suitability of design make this paper the correct covering for boxes containing infant's wear or novelties. By Nelson and Company



Right: A velour paper in soft gray in alligator skin effect makes a perfect covering for boxes to contain leather goods or men's furnishings. By Bendix Paper Company.



Above: Green and silver form an attractive background for the white motifs carrying symbols of modern methods of transportation. By Nelson and Company

of the Month

**orative and Novelty Designs
Manufacturers to Select
Any Type of Merchandise**



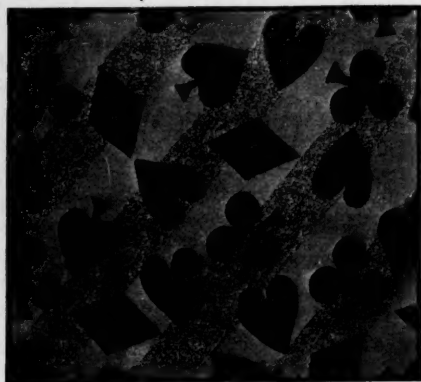
Left: Silver spider-webs on a blue ground provide an effective setting for flowers and butterflies in natural colors and black outlined in silver. By Trautman, Bailey and Blampey.



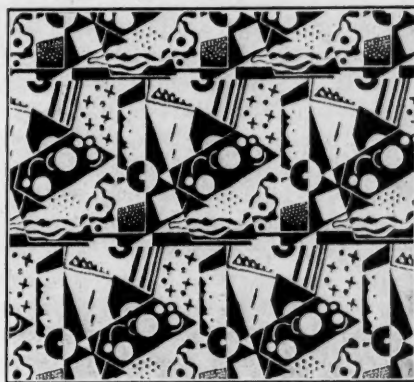
Left: This "Spirit of the West" paper is developed in natural colors on a buff ground and would make a suitable covering for boxes to contain gifts or novelties for boys. By Trautman, Bailey and Blampey



Upper right: A green velour paper covered with an all-over pattern of gold leaves outlined in black suggests exclusiveness and luxury. By Keller-Dorian Paper Company



Left: Diagonal stripes of yellow and gold are used as a background for the black and red figures. Suitable for boxes containing bridge favors. By Nelson and Company



Above: Geometric figures in red grouped in an all-over pattern on a white ground form an interesting design quite in keeping with the modern decorative trend. By Pinco Papers, Incorporated

Right: "Sam Pan" an all-over pattern in rose, red, green and gold on a bright blue background. By A. S. Datz and Company



EDITORIAL

On Expressing Enthusiasm

ENTHUSIASM for one's own product or service is quite a natural thing and, in the main, quite laudable. Without that enthusiasm life would be very drab indeed, for we would be without salesmen, without advertising and, for that matter, without most things that contribute to our well-being. But perhaps the enthusiasm which is most gratifying is that which comes unsolicited from those who feel an appreciation for a service rendered—instances in which “we are advertised by our loving friends.”

In our trips to various packaging plants—not that this experience is any different from those who visit other industrial establishments—we find innumerable instances of enthusiasm for certain equipment and materials. A new machine has replaced an old one and surpasses past performance in a manner that shows a decided advantage in installation and operative costs; a type of container or a protective paper receives better acceptance from customers than the materials formerly used and can be obtained at the same or decreased expense. On the other hand, the race is not always to the new, for we find equipment, old from the point of service, still doing its job where one of newer design might not coordinate with the plan that is adequate for the manufacturer's needs. For each of these there is, expressed to us, a note of praise, of enthusiasm for the concern who furnished the equipment. But we are not selling machinery or packaging materials and frequently such expressions are made to us in confidence. Obviously we must respect such confidence although it does seem no more than fair that information of this sort should be placed at the disposal of those who deserve credit for work well performed.

A good word—an expression of enthusiasm—for a product that adequately services will not fail to obtain for the expressee a cooperation from his supplier that cannot be measured in terms of money. But *tell it to him.*

The Package of the Month

FOR some time we have been contemplating a plan which we believe will not be without interest to our readers and at the same time aid in establishing certain standards that have received acceptance by those who are in a position to judge that which constitutes a successful package.

Briefly, the plan consists of including in each issue of MODERN PACKAGING, as a special feature, a complete

description of an outstanding package to be known as “The Package of the Month.” In considering such a selection several factors will be taken into account. The package may be new on the market or it may be well established; its designation as the package of the month merely indicates its selection for that particular issue of the publication. Appearance, sales effectiveness, protectability, economy in production costs and applicability to its contained product will be the governing factors in its selection and these, together with other pertinent analyses, will be included in the illustrated description of the package chosen.

For these presentations we seek the cooperation of our readers and therefore welcome suggestions—or, better still, the submitting of their packages together with the various details mentioned in the previous paragraph. It is not our intention to create a competition in packages; rather, the plan contemplates a continued exhibition, in effect a collection of designs that embody all of the elements of good practice in packages and packaging work.

Eliminating Waste in Distribution

ANNOUNCEMENT of a plan to be undertaken by the Association of National Advertisers for the purpose of helping to decrease distribution costs will be met with general interest by manufacturers in every branch of industry. While complete details of the plan have not yet been given out, it is understood that a central research bureau maintained by the association will service in the collection of various reports which advertising mediums and agencies, independent research bodies, banking houses and other organizations are issuing on advertising and sales problems. The practicability of the plan, or rather the good that it can accomplish, it seems to us, will depend greatly on the interpretation and proper dissemination of the facts so gathered.

More and more the manufacturer of today is faced with problems relating to the distribution of his products. As pointed out by Everett R. Smith of the Fuller Brush Co., and chairman of the research council, mass production in American industry has been accomplished by the proper use of scientific facts and methods. The problem now is to distribute a manufacturer's goods at the lowest possible cost, so that the application of principles can likewise obtain effective results in this direction.

As we have frequently pointed out, those engaged in

packaging work must consider it from two angles: first, as a production operation within their plant and, secondly, as a means of distribution for their product. In some respects the former has not reached a complete development, and this is more pertinently the case with the latter. In many instances we find packaging work, as a production operation, lagging behind the methods of preparing the raw material or the finished commodity to be placed in a package. So that the full benefits of a subsequent distribution plan are handicapped. Distribution—successful distribution—as we see it, must include a coordinated plan that considers the essentials of consumer acceptance—the promotional efforts that initiate an urge to buy and the supplying of convenient outlets through which purchases may be made. In these the package plays a most important part, for not only can it take its place as a definite aid in promotional work, but also through its appearance—if acceptable—can obtain an approval from dealers, thereby assuring outlets for the product which will be gladly proffered.

There is real work to be done by the research committee of the Association and the movement is one which should obtain the cooperation of all who are in any way concerned with the distribution of commodities. As for ourselves, we welcome an opportunity to serve and we feel sure that the measure will receive the unstinted support of our readers.

Placing the Small Package

PROBABLY the most outstanding examples of small packages which act as "feeders" for larger or standard size containers are to be found in the drug products field. We find a continually increasing distribution of trade-marked tooth pastes, creams, lotions, soaps and so on in packages retailing for ten cents either through five-and-ten-cent stores or regular drug channels. Appreciating the importance of this new field of merchandising to its trade, a recent issue of *Drug Markets* carried an article by Charles G. Muller, "What Is the Real Place of the Ten-Cent Package?" which outlined the results of a questionnaire sent to drug manufacturers and drawing certain conclusions therefrom.

Viewing these packages as between sampling and on a straight sales basis, three manufacturers declared for the latter as against every one who held the former opinion. As to whether the increasing sales of the small packages affect the regular volume of the sale of large sizes, the majority held that there was little if any connection between the two, thus carrying out the opinion rendered in answer to the first question. Replying to the third question, there was practically no unfavorable reaction from chain drug stores, wholesalers or independent retailers to sales of the small sizes through five-and-ten-cent stores. Finally, "If a retail drug store should decide to open a ten-cent counter, would you consider this as a business builder linking up sample distribution with sales of full size or as likely to cut the sale of the large size," obtained a majority opinion that the sale of small sizes in drug stores is not wise.

The conclusions drawn by Mr. Muller are as follows: The five-and-ten-cent stores welcome the small package of the manufacturer who enjoys national prestige; if the small package is viewed as a sampling proposition or if considered on a straight sales basis, both forms of merchandising are favorable to the manufacturer. An important consideration is that of maintaining a proper proportion in sizes; that is, as to the quantity of goods placed in the small and standard packages, which also leads to a further conclusion with regard to cut prices. Most retailers are not interested in handling the small sizes at all and, therefore, do not cut the five-and-ten-cent store prices. Neither manufacturers nor dealers are in favor of a ten-cent counter in the retail drug store although such a decision cannot be said to extend to items other than drug products such as candy, cigars and the like. A final conclusion is that "the manufacturer may very well find in the ten-cent package additional volume necessary to cut general overhead for increased profit, for the sales costs are small where a dozen chains are solicited as against 50,000 individual independent druggists."

Analyses of this sort are invaluable to the manufacturer who packages his product and are indicative that his packaging plan must at all times be attuned to merchandising trends in the fields to which he is selling.

Trade Mark Legislation

USERS of packages who are particularly interested in trade mark registration may look forward to the passage of a new trade mark act at the next regular session of Congress as the possible outcome of a recent decision of the U. S. Supreme Court which ruled that registration of a trade mark does not extend into states where business is not done under the designated mark, thereby reversing the decisions of lower courts.

In the above instance a suit was brought by Griggs, Cooper & Co., a Minnesota grocery firm, against the U. S. Printing & Lithograph Co., alleging that the plaintiff has a trade mark, "Home Brand," registered in the Patent Office for various grocers' goods which it sells at wholesale in certain states of the Northwest, and that the defendant is printing and selling labels for similar grocers' goods, containing the word "Home," which labels are used by purchasers in states other than those in which the plaintiff has established a market. The bill sought an injunction against printing and selling such labels for any groceries that the plaintiff sells.

The Supreme Court found that neither authority or the wording of any act dealing with trade marks allowed a remedy upon it for infringing a trade mark registered under it, within the limits of a state and not affecting the commerce named. More obviously still, it does not enlarge common law rights within a state where the mark has not been used.

It is understood that the fundamental basis for the court's opinion is the establishment of long standing of common law usage of the right to a trade mark, causing the question to be considered as one for Federal rather than that of interstate regulation.

Why Colors Fade in the Designs on Flour Containers--I

A Discussion of the Various Causes Responsible for Weakening and Disintegration in Shade Tones and Suggested Means of Correcting Same

By *GEORGE RICE*

THE constantly increasing use of color artistry in the designs used to beautify modern types of flour containers is in keeping with the color vogue which exists in dress, household decoration and in all of the walks of life. Even the dead black of automobiles is fast giving way to bright hues and tints. Colors help sell an article. The merchandising organizations of the country are employing some of the most expert designers of the time to originate colorful effects for containers for marketing flour and all kinds of products. The container itself may be ordinary paper, cardboard, tin, wood, cloth or other material, and the artistic design may be stamped, sprayed, hand brushed, painted or printed directly upon it in water colors, oil colors, or inks, or the design may be produced on a label and the label pasted upon the container.

Apparently the art and science of creating attractive designs and applying them to the surfaces of the containers or the labels has attained a state of near perfection. The scenic effects and the descriptive matter are tastefully and skillfully arranged and the colors are harmoniously blended by men who know their business. But soon after the retailer has placed the packages or the bags in his show window for publicity purposes, or even on the shelves in his store, some or all of the colors begin to weaken, and their original lustre deteriorates.

THE reason for the failure of the colors, which in most cases have been properly and sometimes expensively applied, is what puzzles. Direct sunlight upon any colored object will tend to reduce the brightness of almost any color on almost any material, as everyone knows. But often the colors fade when they never have been subjected to sunlight or even diffused daylight or artificial light. We all know that colors which have been made with inferior coloring ingredients or which have been improperly put on flour containers or any kind of containers or objects will fade. But why first-class colors which have been scientifically fixed in accordance with the latest processes should succumb before their time is a problem which the most experienced frequently cannot explain. If flour containers on which handsome designs in many colors have been made are stored in a place where they will be subjected to bacteriological action, a depreciation in the brightness of

the colors can be looked for, as the living organisms which are attracted by the food contents of the packages are capable of devouring the component parts of the substances of which the colors are made.

If a manufacturer, jobber or retailer stores the packages in a damp place for a period of time, he will find that much of the coloring in the displayed designs will go as a result of the mildew, mould, rust and fungous deposits which will accumulate. Even the alkaline dusts of the street which always manage to work their way through open doors and crevices in windows are capable of impairing any kind of color on any kind of an object providing sufficient time is given for the alkaline deposits to become effective. Delicate colors can become affected locally by the mere touch of a perspiring hand. The slight degree of lactic acid which exists in the perspiration of humans is capable of reducing the lustre of colors.

I have worked in places where the operatives who handle colored goods are required to wear protective gloves to prevent the moisture of sweating fingers contacting with the colors. Even a dry finger can leave a finger print on a playing card and this finger print can be seen under a powerful microscope. When the acid portions of this print gets to work on the color the latter will begin to lose its force and fade. Then there is also an apparent or an imaginary fade of colors due usually to defective vision on the part of the observer or to certain adjacent colors lowering or heightening each other by their intensity.

LONG ago I was a poling hand in the dyeworks of the Lowell Carpet Mills, Lowell, Mass., where I stirred dye vats all day. The work is now done by machinery. Later on I attended the classes in the color and design departments of the Massachusetts Institute of Technology. During the war I was in France with the 8th Division and found time to visit many of the French schools of color and design. During these experiences I listened to many discussions on the fading of colors, the principal reason for which being attributed to light. Neither sunlight nor electrical light are always the direct cause of colors fading, but the light rays from either source can set up an intra-molecular action in the color particles.

INSSTITUTING a distinctive and individual service for manufacturers who package their products for retail sales—a service incorporating not only the essentials required for artistic presentation, but practical merchandising counsel.

**PACKAGE
DESIGN CORPORATION**

8 Murray Street
New York City



SUCCESSFUL competition in the distribution of merchandise recognizes the package as a very important factor.

The essential requirement or measure of a successful package is its ability to effectively present a manufacturer's product, suit the customer's convenience and conform with efficient production methods in his plant.

It is to meet these exacting requirements that the Package Design Corporation has been established. Including among its staff a number of outstanding designers and merchandising consultants, it offers a distinctive service in the preparation of individual designs for cartons, display containers, box wraps and labels which combine artistic conception of plan and color with successful principles of merchandising.

We shall be glad to discuss any package problem with you. Just write us a letter outlining your requirements and you will hear from us promptly.

PACKAGE DESIGN CORPORATION

8 MURRAY STREET

NEW YORK

This results in a disturbing and frequently a loosening of the substances which are supposed to keep the color intact. Technically these substances are the molecules and atoms and electrons. Just as soon as an oscillating action is begun in the molecular structure of a color, due to light penetration, the color weakens.

If the color possesses a high degree of stability in its molecular make-up, it will be able to absorb the light waves without much destructive action to itself. It is those rays of light which are absorbed by a color which is weak in its molecular structure that cause trouble.

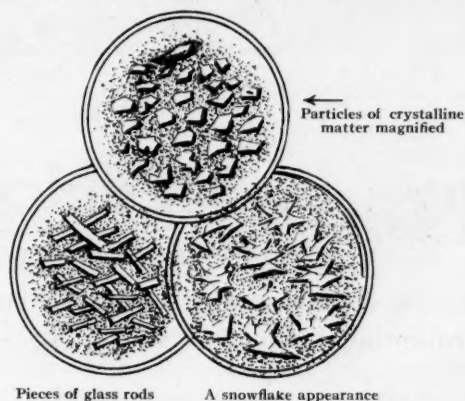


Fig. 1 Microscoped color molecules may resemble crystalline matter, pieces of broken glass or snowflakes

The type of light and the character of the molecule in the color have much to do with the fading of the color; some colors will go from a package left in a show window for publicity purposes because of direct sunlight effects, only to return when the package is exposed to diffused daylight or placed in a dark room. There are strong arc lights used in many places now and these lights are capable of producing a fading of colors in proportion to their wave lengths. Natural light has both the long and the short wave lengths. Most artificial lights possess only one wave length which may be long or short or medium. Hence a color tested by an artificial light possessing single wave lengths may become fugitive in natural light possessing a multiple of wave lengths. I have seen colors tested with a mercury arc light in which many of the wave lengths present in sunlight were absent. Such a test was not fair. Carbon arc lights give a pretty good continuous spectrum and resemble daylight in many ways, although lacking the complete system of wave lengths of natural light.

It is possible to make some of the flavanthrene colors turn green under the action of a good ultra-violet ray light, only to see their original yellow color return when taken away from this light. The fastness of illustrations and letters produced on packages with genuine indigo-blue colors can be faded under the influence of light, the depth of the shade again returning to full value when kept in the dark for a period of time. You can de-colorize some shades in a fadeometer and restore them in the dark.

Of course, it might not be the character of the color or its molecular composition at fault. Lack of fastness may be due to the use of poor sizing or other vehicle used, or the methods employed in placing the colors. Some water colors when put on by spray or brush do not hold well if their molecular construction is weak. By covering one half of the colors with an object and leaving the other half exposed to light, a faded condition will be demonstrated on the uncovered side.

Just what form constitutes a molecule, an atom or an electron is not clear. I heard a French expert talk about the color molecules in a French school and he referred to them as resembling crystalline matter, pieces of broken glass rods and snowflakes, when magnified, as shown in Fig. 1. The color molecules, like any kind of molecules, when repeatedly broken and sub-divided into still smaller particles become atoms. Electrons in the color scheme are particles of matter charged with negative electricity. They are a common constituent of the atoms of all chemical elements.

(To be continued)

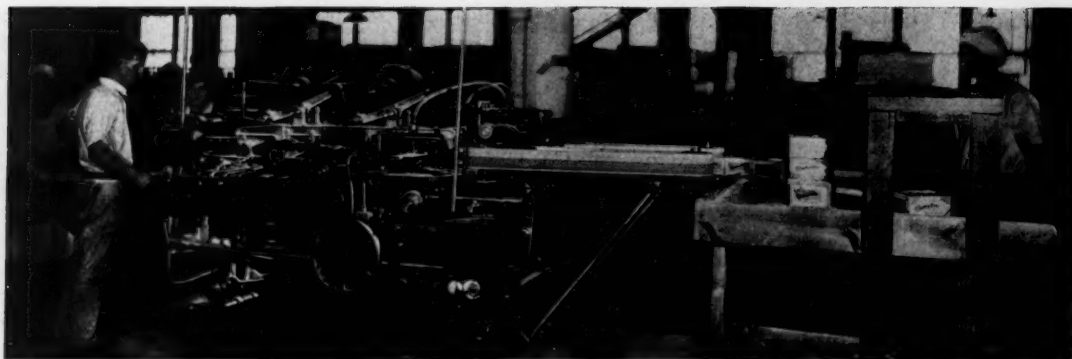
Results of Paper Tests

THE paper testing section of the Bureau of Standards has recently announced the following results of tests made on paper under various conditions:

Mullen bursting strength tester: The work on the Mullen tester was continued, data being obtained on the effect of the size of the aperture and on the age of the rubber diaphragm. The bureau did not have a used diaphragm more than about three months old. This diaphragm was still in fairly good shape. No effect could be found because of the age of this diaphragm in comparison with a fresh one. A report was prepared for the manufacturers of this tester, giving out recommendations concerning the nature of the clamping surfaces, the size of the apertures, and the clamping pressure.

Schopper folding tester: The minimum tension of each of the bureau folding testers was measured and found to be surprisingly uniform for all the testers. This measurement was thought of some importance because the specimens frequently, and perhaps usually, break near the neutral position of the folding blade. A report is being prepared for publication covering the method used by the bureau in measuring the friction of the rollers, and giving a procedure for the inspection and adjustment of the folding tester according to the bureau's present practice.

Paper testing methods of technical association: At the annual meeting of the Technical Association of the Pulp and Paper Industry, B. W. Scribner, Chairman of the Paper Testing Committee, presented a report of the activities of the committee for the past year. Three additional official association methods were completed during the year, these being gloss, opacity and bulk. Considerable development work was done on methods for grease resistance, water resistance, resistance to printing ink, fiber composition, acidity, paraffin, starch, and detection of formaldehyde.



Freshness is automatically wrapped into the Campfire package

Promising Freshness in a Package

Campfire Marshmallows Make Appearance in New Container Which Combines Modern Attractiveness with Substantial Protective Features

By D. E. A. CHARLTON

A new package, "prompted by a demand from our chain and jobbing customers for a pound package of marshmallows that could be sold at a popular price yet with the assurance that the contents would reach the ultimate consumer in a fresh condition," has recently been placed on the market by the Campfire Corporation. The foregoing statement quoted from R. D. Olson, vice-president and general sales manager of the company, may be accepted as substantial evidence of the importance of the package in the mind of the manufacturer.

The new packages appear in two sizes, a one-pound or "Family Package" and the other a five-ounce package. As may be seen from the front-cover illustration the color scheme is a pleasing one in a modern trend. Each size carries the trade mark and name of the product in red and blue and duplicates those designations as reproduced on the packages formerly used by the company. Both containers are made from moisture-proof board which aids substantially in assuring the freshness of their contents. The designs appearing on both packages are the same with the difference that convenient recipes are detailed and illustrated on the side cover flaps of the one-pound package.

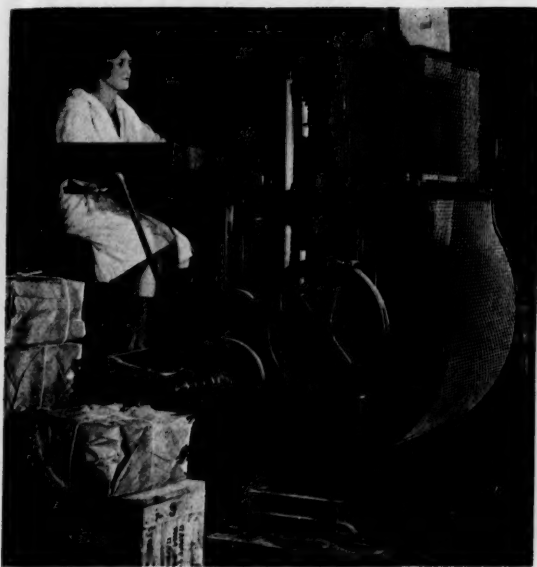
Further measures which have been taken to protect the package and retain the freshness of the marshmallows consist of an inner lining of waxed paper that is folded over when the product is packed in the container and an outer wrapper of glassine paper that is automatically sealed to complete the package. The result is not only an attractive presentation in design but immediately

impresses the customer with the fact that the contents are assuredly fresh.

The new package was first announced to the trade in a broadside—followed up by reproductions of the first advertisement on it, a double-page magazine spread in colors. To make sure that this advertisement received attention from buyers of chain and jobbing organizations there was sent by Western Union messenger a telegram with a copy of the issue in which the advertisement appeared.

The operations of packaging are conducted along lines that likewise indicate the progressiveness of the Campfire company. Methods followed at the Cambridge, Mass., plant are similar to those employed at the factories in Milwaukee, Wis., and Maywood, Ill., although the latter two plants are supplied with conveyor systems that facilitate delivery of the product to the packaging floor and certain subsequent operations that are performed manually at the Cambridge plant.

THE marshmallows, following the processes of molding, setting and drying are delivered to the packing floor in trays and distributed to the packing tables. Here between eighty and ninety girls are employed in placing the marshmallows in the two sizes of cartons—one-pound and five-ounce sizes—which are lined and formed from single-piece blanks on the floor above, being sent to the packaging floor through chutes that feed directly to the conveyor packing tables. A forty-pound waxed paper is used for lining and this after being perforated with the date of manufacture of the marshmallows is folded



Cartons are formed from single-piece, protective lined blanks on these machines. At left, for the pound packages; right, the five-ounce size

into the carton as the cover is tucked in. The packages so closed are then conveyed to the wrapping machines, which place the glassine wrappers about the carton, heat-seals the ends, all creases and the side seam and affix a label to each end of the package. The finished packages are then packed in corrugated shipping cases which are sealed top and bottom in automatic machines.

There are two distinct packing lines at the Cambridge plant, one each for the one-pound cartons and one for the five-ounce boxes. Each is supplied with its own conveyor line and the machinery as detailed in the foregoing paragraphs. The present output averages 18,000 one-pound packages per day. In addition, there is also the packing of other numbers, such as the five-pound pack-

ages but these operations are for the most part performed manually.

MACHINERY AND SUPPLIES

Carton forming and lining machines: Peters Machinery Company; National Packaging Mach. Company.

Wrapping machines: Package Machinery Co.

Shipping case sealers: Standard Sealing Equip. Corp.

Perforating machine: Cummins Perforator Co.

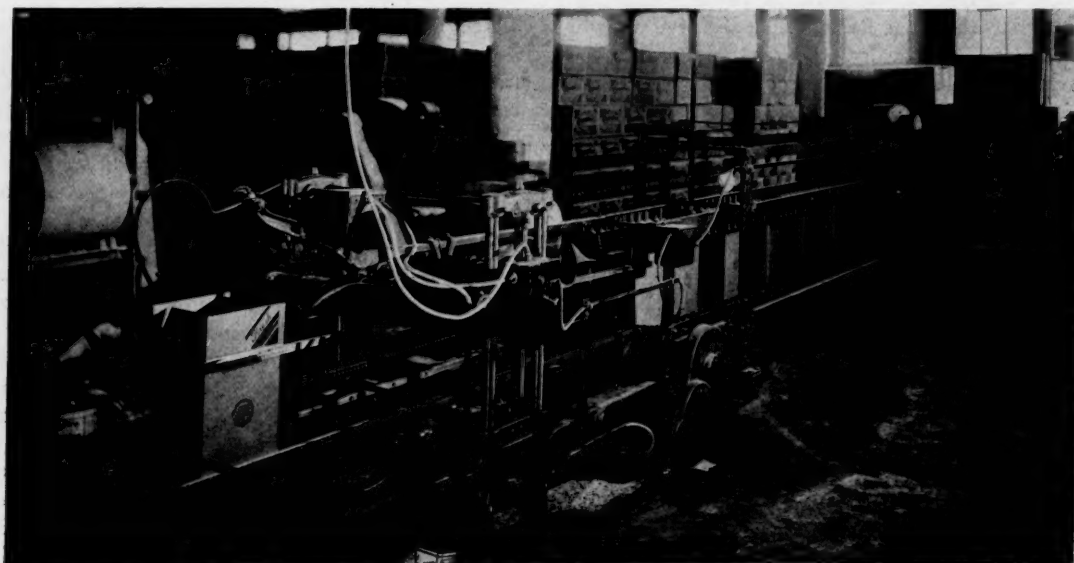
Cartons: Chicago Carton Company; Gardner & Harvey Company.

Labels: A. C. Schultz Litho. Co.

Glassine paper: Warren Manufacturing Co.

Waxed paper: Package Paper Co.; Nashua Gummed & Coated Paper Company.

Shipping cases: Container Corp. of America; Hummel & Downing Company.



Automatic machines, top and bottom seal the corrugated shipping cases

The Size and Shape of a Package—II

The Type of Advertising Employed and the Scope of the Advertising Campaign a Determining Factor in the Choice of Package Forms—Economy of Production Considered

By **EDWIN L. LEY**
Package Design Corporation

FREQUENTLY the selection of the proper package form is determined by its possible advertising value. Before the final decision is reached it is wise to consider the channels through which the product is to be advertised. As the different types of publicity demand different treatment of packages forms, I am separating them into the following classifications:

- A. Advertising in newspapers.
- B. Advertising in periodicals.
 - a. Black and white.
 - b. Color.
- C. Outdoor advertising.
 - a. Bill boards.
 - b. Car cards.
 - c. Dealer displays.
- D. Sampling.

A product which has been, or is to be, widely advertised through newspaper publicity does not require a package form large enough to carry an extensive advertising message if the advertising campaign is to be a continuous one. There is little need of cluttering the package itself with lengthy sales messages if sufficient advertising is done to familiarize the buying public with the uses and merits of the product. In this case the package need only function as a link in the merchandising chain and the printed matter on the package itself may be limited to the trade name, the name of the manufacturer and, occasionally, the sales slogan or other catch-phrase used in advertisements.

It is a well-known physiological fact that the normal span of attention is both limited and selective, therefore the most effective package form is one that provides an opportunity for sharp contrasts either on the package itself or with the backgrounds to be used in display, and presents a compact, poster-like, identifying feature. As it is usually impossible to govern conditions surrounding the display of the package itself, it is wiser to concentrate on the package rather than to depend upon the display for contrast.

IF the package is to be featured extensively in newspaper advertising the form chosen must be adaptable to reproduction in black and white. Limited advertising space frequently necessitates sharp reduction in the size of the package and for this reason the design and lettering used must be sufficiently strong in intensity and

legibility to reduce to the required size without sacrificing its sales value.

It is an accepted fact that reproductions of the package in colored advertisements are of great assistance in fixing the package in the minds of the buying public. The number of manufacturers employing this method is on the increase and their reports on the steady growth of sales volume attributable to this practice is a strong argument in its favor. If the package is to be included in colored advertisements the package form chosen must be suitable for reproduction in that medium. The balance in advertising layouts is a factor worthy of greater consideration than is usually accorded in the selection of a package form. Possible artistic effects in relation to backgrounds and advertising copy must also be considered.

In this form of advertising the effect to be gained by the use of color in the package design is most important. White, red, yellow and orange packages give an impression of size but in many instances these colors complicate the problem of the advertising writers. Simple color effects and limitation of the colors used will greatly reduce the cost of color advertising. Each added color to a package design not only adds to the cost of reproduction but detracts from the effectiveness of the package when reproduced in this manner.

THE question of the amount of advertising material to be included in the package design is also a determining factor in the selection of a package form. In many cases it is wiser to include a package insert in the package than to include directions and other printed material on the package itself. The additional cost of this method is more than compensated by the additional sales value of the package.

If, however, recipes, directions or other printed matter are desired on the package itself it is frequently advisable to choose a square or rectangular package form. Either of these shapes present a large, unbroken surface for the display of the trade name and three surfaces which may be used for the directions and other printed material. These shapes also possess the advantage of commanding sufficient surface on display shelves.

If the character of the product requires a round container it is usually wiser to isolate the sales messages in panels on the back or sides of the container. This allows a large, unbroken surface for the display of the

trade name or other identifying feature which may be used merely to identify the product, allowing a wide space for contrast of color or shape to instantly establish the identity of the product.

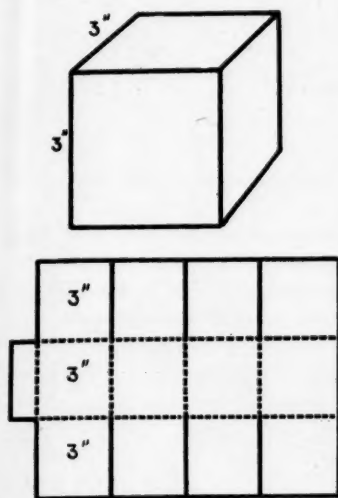


Fig. 1 Box size 27 cubic inches requires 108 square inches of boxboard

OUTDOOR advertising of the package itself necessitates the same consideration of size and shape required by other color advertisements. In this instance, however, the more poster-like in appearance the package form is, the better. This form of advertising, appearing as it

does to the public in motion, depends for its advertising value on flash messages. For this reason the more simple package forms are more readily remembered, and if the package chosen is to be displayed in this type of advertising an easily remembered package form developed in simple cover effects will produce the best results.

The possibility of dealer displays must also be considered in selecting a package form. The type of store in which the product will be sold determines to a large extent the shape and size of a package. Naturally a food product to be sold in crowded chain stores where display space is limited requires a more simple form than a perfume to be sold in exclusive shops. Gabled tops and irregular forms so complicate the problems of the already overburdened store manager that they are usually relegated to obscure corners, whereas the package in rectangular, square or round form will be granted sufficient shelf or window space to insure its full advertising value.

PRODUCTS of which sample packages are to be distributed should be packaged in a package form adaptable to reduction. This fact is most frequently forgotten and the sample is distributed in a package entirely different from that used to merchandise the product.

A recent example of this practice is the case of a manufacturer of an unusual beauty cream that has been widely advertised. The full-size package is a jade-like glass container which may be employed, after the product has been used, to hold cigarettes or other small articles. This container has been widely featured in the advertisements of this company but the trial size or sample which has been sold by them at the price of one dollar is packaged in a white jar with a dark green cover and label. Whether or not this company is of the opinion

that the product will sell itself without the aid of the package it is impossible to determine, but in my opinion it would have been better to have chosen a package that could be reproduced in a smaller size for the distribution of samples.

Many manufacturers of food products, particularly breakfast foods sold in individual containers for use in lunch rooms and cafeterias, have demonstrated the advisability of using a miniature of the regular-size package to merchandise the sample sizes. It is certainly logical to suppose that the person who is served an individual package of breakfast food in a restaurant will remember the package when it is seen in a larger size on the shelves of their own dealer.

Notable examples of the practice of employing a miniature of the regular-size package to package samples are Hind's Honey and Almond Cream, Ambrosia, Pebeco, Tangée lipsticks and many others in the toiletries field, and Shredded Wheat, Post Toasties, Baker's Cocoa, Grape-Nuts among the manufacturers of food products.

The actual cost of the package itself must also be considered in selecting a package form. This of course depends to a large extent on the retail price of the product. Food products that are sold at a small margin of profit must naturally be sold in containers that can be produced at a small cost.

TESTS have demonstrated that in many instances savings in container costs could be effected by a slight change in the shape of the package. As demonstrated in Figs. 1 and 2 the change in the shape effected a startling economy in the quantity of box board used in the package although the cubic contents remained the same. At the same time the new container because of its shape commanded more display space on the dealer's shelf and consequently secured better advertising for the product.

The same principle applies to cans and paper boxes. In the first instance it has been demonstrated that the simpler forms require less material and consequently cost less. While it is true that in the case of toilet articles retailing at a high margin of profit odd and irregular-shaped package forms frequently result in a larger volume of sales, it is nevertheless

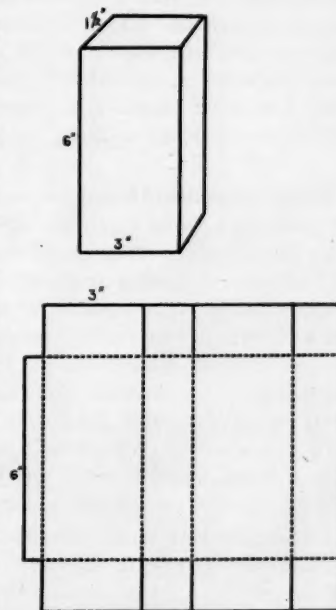


Fig. 2 Box size 27 cubic inches requires only 81 square inches of boxboard when this shape is used

(Continued on page 64)

Roll Leaf in Packaging

By T. P. MILLIGAN

Manager, Brighten Leaf Division, H. Griffin & Sons Co.

ONE of the most interesting and efficient products that has been scientifically developed for embellishing wrappers, box tops, packages, books, greeting cards, and trade marking goods such as pencils, tooth brushes, and a multitude of other products that formerly used flat, beaten gold or Dutch metal can now be purchased in continuous rolls from one hundred to six hundred feet in length, cut to any desired width from master rolls twenty-four inches wide. This product is called roll leaf. It is really a transfer foil as its basic composition is bronze powder which is coated uniformly on a waxed glassine paper carrier strip. After this process, it is sized with a preparation that makes it adhere to almost any article that requires stamping, when subjected to heat. Roll leaf is manufactured in numerous shades of gold, bronze, aluminum, and many shades of metallic and pigment colors.

There is apt to be some confusion in the trade as to the difference between gold bronze powder printing and embossing and roll leaf stamping. In the first place, a bronze printed and embossed job requires three operations whereas a roll leaf job requires but one—for stamping and embossing. There is actually as much difference between a bronze printed job and a roll leaf stamped job as there is between electrotype printing in comparison with engraving. The roll leaf job has brilliancy, attractiveness, and lasting qualities and is the nearest approach to genuine gold stamping. On the opposite page are shown examples of roll leaf stamping which were produced on an ordinary press with the use of brass dies in one operation at practically the same ease and speed as ordinary printing.

IT is a simple matter to have an artist draw a design that meets with approval. A brass die is ordered from this drawing and mounted on the heated head of an ordinary embossing press or Colt's Armory type printing press. It is possible to have either raised or flat letters on any die that is desired as the brass die can be cut with a combination of both or either. The stamper prepares the make-ready for which a hard press board is recommended together with the building up with ordinary gummed paper tape and cutting away with a sharp knife to bring up the counter wherever desired. It is a very simple operation.

There have been many new developments where production for long runs is required. Among these are the following:

Thermostatic heat controllers which keep the press uniform temperature and enables the operator to

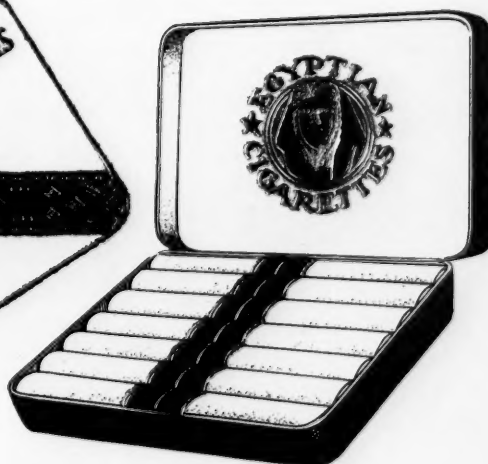
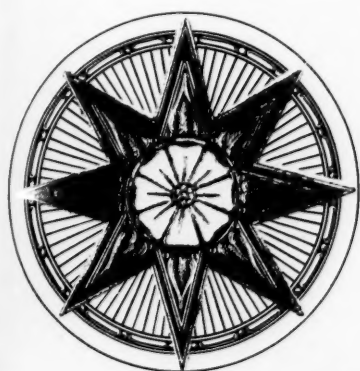
feed his job at practically the same ease and speed as ordinary printing.

Automatic roll leaf attachments which have from one to three different feed rolls which enable one to stamp a job most economically, due to the different position of the dies that may be desired. Each strip of leaf is cut for each individual die and automatically moves the exact length required after each operation of the press. This enables the operator to speed production as well as to realize great economy in the application of roll leaf.

Roll leaf equipment can also be supplied with a duplex feed arranged so that the leaf can be fed from right to left as well as from front to back on any upright power press. This is a great advantage in stamping frames for box tops or book covers as all four sides of the frame can be stamped in one operation with this equipment.

IT has taken many years to develop roll leaf commercially and it is today being so universally used and so uniformly made by the most scientific and improved machinery that its value as a commercial product is unlimited. Ten years ago flat leaf, a bronze composition, had to be cut from individual packs of five hundred sheets to the exact size that was required for each job. This operation necessitated laying on individual sheets and great care had to be used in feeding the article that had to be stamped in order that the thin sheet of leaf did not move from its position when being fed into the press. This involved considerable time and it was also necessary to brush and clean off the surplus leaf that stuck to the article being stamped. An ordinary stamper could feed successfully about twelve hundred to two thousand impressions per eight-hour day with the aid of two or more girls. With the advent of roll leaf, the same stamper can now produce from five to eight thousand impressions per day and the elimination of laying on of individual sheets and cleaning off has increased production many times.

With the introduction of roll leaf, feeding devices have been perfected, which are attached to the ordinary type of Colt's Armory printing press and standard types of embossing presses, the feed rollers being set for a given length of pull that moved the roll leaf the exact distance required for each impression. The roll leaf is cut to the exact width of the die with a fractional allowance on each side and the attachment pulls the leaf the exact length desired. Therefore, roll leaf has enabled thousands of concerns to increase their production and improve the appearance of their product, with a small investment in new equipment.





Modern Macaroni Packaging

Replacement of Manual Methods Provides Reserve Capacity for Rush Work and Obtains Direct Saving in Labor Costs at Plant of John B. Canepa Company, Makers of Red Cross Macaroni Products

By C. H. GULLION

THE John B. Canepa Company of Chicago was established in 1860 and is the oldest package macaroni company in America. The present owners are the third generation engaged in the management of this company and have noted many changes in the methods used in the making of macaroni products. Recently the manufacturing and packaging units of the company have been replaced with up-to-date machines and the plant today is considered one of the most modern and fully equipped of its kind in the country.

Red Cross macaroni products are made from durum wheat semolina and consist of what are generally known in the trade as long macaroni and spaghetti; short cut, elbow macaroni, elbow spaghetti and soup alphabets. Egg noodles are in the form of a fourfold noodle and divided into fine, medium and broad sizes.

The progressiveness of this company in its adoption of modern equipment for its packaging as well as the manufacturing operations serves as an excellent example to others in similar lines of endeavor. This progressiveness is not merely a fancy of the moment with the Canepa company, for the management is continually taking advantage of improvements in equipment and practice and the company has maintained that principle since its inception.

ALTHOUGH this article deals primarily with the packaging of the products, one section of the press room is shown to give the reader an idea how long macaroni and spaghetti are made. After the mixing and kneading operations the dough is placed into

these cylinders and is pressed through a series of dies which give the product its shape. It is then placed on rods and is cut automatically to the length required. These rods are placed on trucks which are then put in the drying machines, the drying time being from thirty-six to seventy-two hours. The trucks are then transferred to the packing rooms and the product is ready for packing.

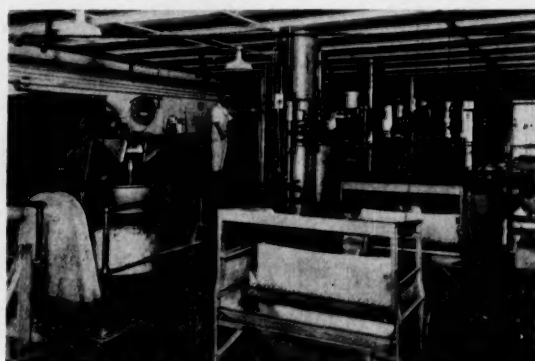
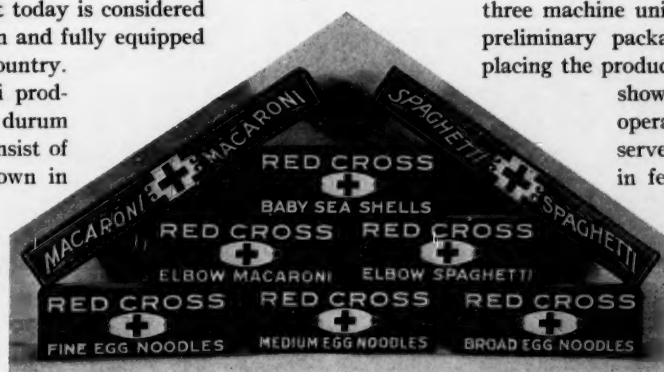
An accompanying illustration shows the three machine units which are used in the preliminary packaging operation—that of placing the product in cartons. While this

shows a number of women operators, it should be observed that they are engaged in feeding macaroni into the machines, which naturally require a lot of feeding in the light of conditions inherent in the operation. Furthermore, the group of operators shown is relatively a

small one, indeed, as compared with the large number of people employed in the former hand packing methods. Prior to the recent introduction of this effective and ingenious equipment, a large number of hand packers were employed and not infrequently considerable difficulty was experienced in keeping up with production requirements. With the present machines a superior

package is being produced with a saving of fifty operators in this department.

Each machine is provided with a magazine or hopper into which the cartons are stacked in collapsed form. The intake conveyor of the machines consists of a series of pockets, each large enough to easily take the contents of one carton. The macaroni or spaghetti is brought to the machines in large pans, placed on tables extending at right

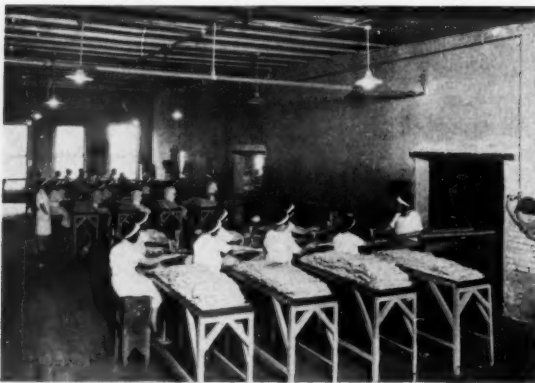


Part of the press room showing equipment for forming long macaroni and spaghetti

angles from the intake conveyor of the machine and on both sides of that conveyor, as shown. The girls sit alongside of the intake conveyor with a scale and a pan of macaroni or spaghetti conveniently placed, weigh 8 oz. of the material and place it in one of the pockets of the intake conveyor.

The unusual feature of the operation is the handling of the handful, or "pocketful" of strips of macaroni by the machine, i. e., attaining the same result as if this lot of strip material were one large piece of uniform size and shape. This 8-oz. handful of macaroni is mechanically retained, and shaped, in proper relation in the pockets of the intake conveyor at the time that pressure is automatically exerted on the ends of the macaroni strips to push them into the end of the carton, which the machine automatically opens up to receive the product.

THIS equipment was created as a result of genuine persistence on the part of the John B. Canepa management, working cooperatively with the machinery manufacturer to solve this packaging problem mechanically, and this is the first instance of this particular



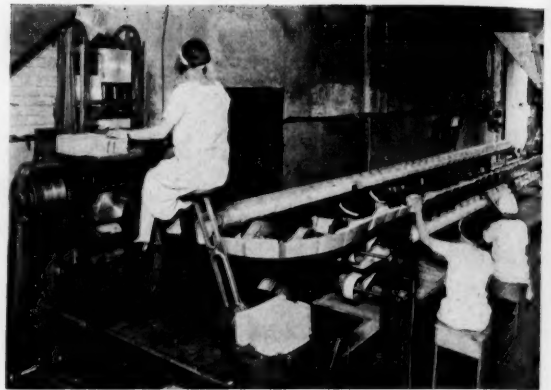
Group of three packing units for placing long macaroni and spaghetti in cartons and closing them

operation being accomplished by machine methods, with the obvious advantage of greater uniformity in the finished package and the decidedly lower labor cost.

Six or seven girls are required to keep up with each machine, i. e., six girls ordinarily, but an additional one is sometimes provided as a safety factor to make certain each pocket is filled upon arrival at the filling position.

Each machine feeds the cartons from the magazine or hopper, opens and squares up the carton, inserts the macaroni or spaghetti into the carton, and closes the carton by gluing the end flaps. The filled cartons are then discharged into dryer belts which hold them until the glue is set. The speed of each machine is forty-five cartons per minute.

The filled cartons, 15 in. in length by 2 in. square, leave the machines and pass directly on to the belt conveyors leading to the wrapping machine units in the next room. As they travel along the belt conveyors, the length of the carton is in a position crosswise to the

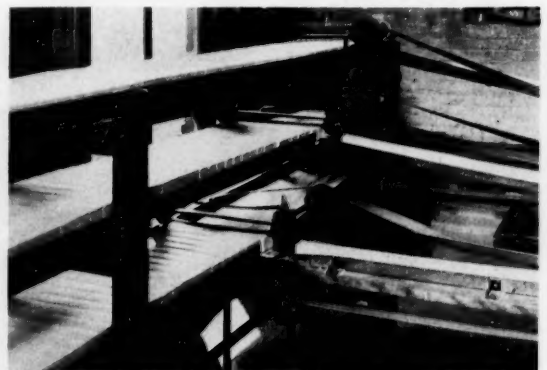


An automatic machine forms and lines cartons which are then conveyed to packaging equipment

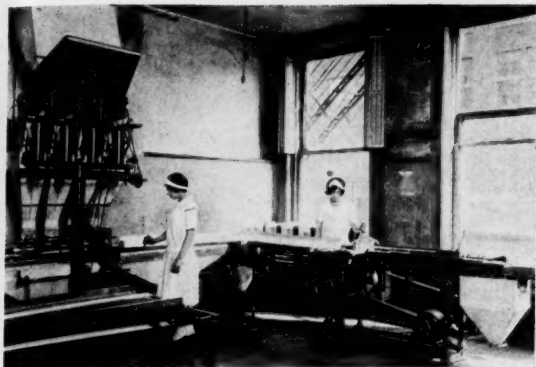
belt so that an ingenious and quick operating device was developed to rapidly push or kick these packages away at the delivery end of the conveyors. A rapidly moving chain, with suitably spaced lugs on it, is provided to give the desired method of feeding from the delivery end of the belt conveyors to the intake of each wrapping machine.

EACH of the three wrapping machines applies a printed die-cut, overall wrapper to the carton, the cartons entering the machine lengthwise and leaving the machine crosswise as the delivery conveyor is at right angles to the intake conveyor. The individual cartons from the wrapping machines are packed by hand into fibre shipping containers which travel automatically to and through a top-and-bottom sealing machine. These cases are then sent directly to the warehouse or shipping floor below by way of a 180-deg. curve chute at the delivery end of the sealing machine.

An interesting plan of treatment for labels, previous to their application to the packages, is used at the Canepa plant. The labels, on being received from the printer, are placed in temperature-controlled cabinets and withdrawn as needed. This treatment is said to assure uniformity in paper, eliminate static and reduce waste, thus adding to the efficiency of operations.



Details of kick-off devices for facilitating delivery of filled cartons to wrapping machines

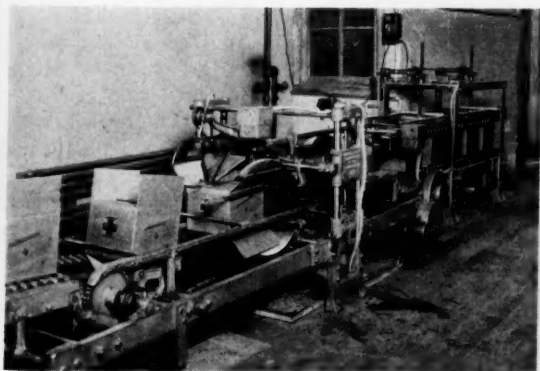


Weighing equipment and closing machine used in packaging short macaroni products

For the packaging of elbow macaroni and elbow spaghetti a forming and lining machine is used at a speed of forty-five per minute and the empty shell or carton after forming and lining is delivered by conveyor to automatic weighing machines for filling, thence by conveyor to the closing machine which automatically folds in the liner, folds down the end flaps and closes the top flap. After the closing operation the packages pass directly to the wrapping machine. From this point on they are placed in shipping containers and handled through another automatic sealing machine as in the case of the long packages.

When packing egg noodles the empty cartons are switched from the forming machine conveyor to the middle section of the noodle conveyor which is a "three deck" arrangement where they are packed with egg noodles, this product being delivered on the lower level of this same conveyor. The filled cartons are then placed on the top level of the conveyor system and conveyed to the previously described closing, wrapping and sealing machines.

The results attained in the way of definite and substantial economies have been such that the Canepa plant may well be cited as an instance where progressive and wide-awake management has been fittingly rewarded for those attributes.



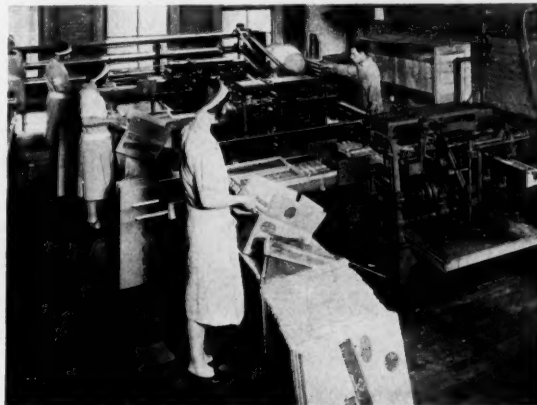
Filled cases are sealed top and bottom automatically and sent by chute to shipping floor

MACHINERY AND SUPPLIES

Cartoning machines: F. B. Redington Co.
Forming, lining and closing machines: Peters Machinery Co.
Filling and weighing machines: Hoepner Automatic Machinery Company.
Wrapping machines: Package Machinery Co.
Conveyors: Weller Manufacturing Co.
Scales: Exact Weight Scale Co.
Case sealers: Standard Sealing Equip. Corp.
Protective paper: Kalamazoo Vegetable Parchment Co.
Cartons: Illinois Glass Co.
Labels: Cuneo Press.

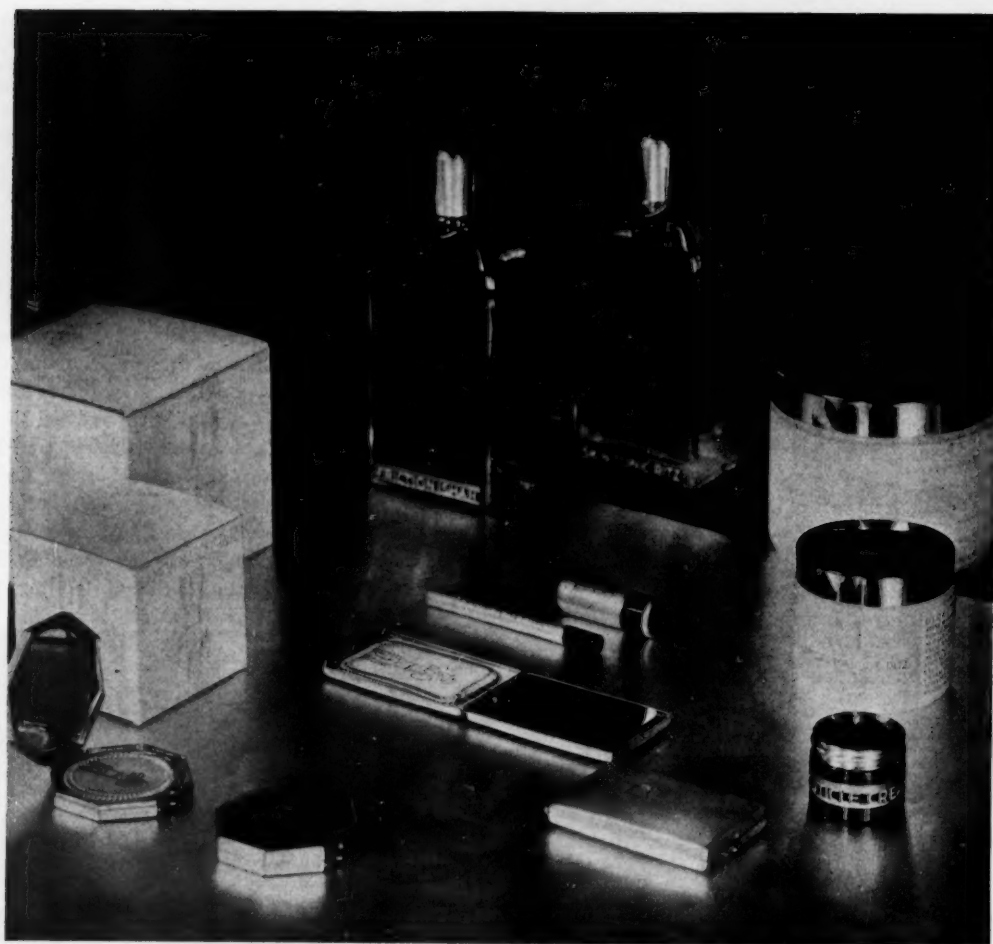
Paper Container Issues Annual

THE Annual Packing Number of the *Paper Container* (Verstone & Co., 29 Ludgate Hill, London) includes an interesting selection of articles that relate to packaging and packages. "Packaging for Varied Products" consists of a resumé of the methods used at the Hitcham and Blackfriars factories of James Pascall, Ltd. (confectionery) and considers wrapping, carton and bottle filling, weighing and measuring. Likewise are illustrated and described the Bournville works of Cadbury Brothers, Ltd. (cocoa and chocolate); the Welwyn



Following wrapping on automatic machines, the packages are placed in packing cases at the Canepa plant

Garden City factory of the Shredded Wheat Co., and the Cheltenham Egg-Grading Station of the Gloucestershire Fruit and Vegetable Cooperative Marketing Society, Ltd. "Making Packages Waterproof" describes methods of coating and illustrates examples of foodstuffs and other packages which have been treated to resist moisture and contamination. The purposes and manner of decoration of artistic paper boxes are detailed in a four-page well-illustrated article. Other subjects, such as the adaptability of the carton, air-tight cartons, suggestions for packaging foodstuffs, hats and clothes, pharmaceuticals and sundry goods are given space. The arrangement of the "Where to Buy" section of the issue is pleasing, or at least should be to those firms mentioned, for instead of the customary listings found in such directories, the products or services of the various companies are detailed in brief form, thereby giving the reader a better idea of the line handled by each manufacturer, than that which is obtainable from the usual sources.



The Art of Package Design

This Field of Creative Art Presents an Excellent Opportunity for the Artist of Today to Display His Inherent Artistic Ability—Simplicity the Keynote of Good Design

By GUSTAVE B. JENSEN

EVERY artist worthy of the name is born with an inherent desire to create, that is, to add to the great horde of beauty already existent. His art training emphasizes this trait and develops within him an insistent urge to create a masterpiece that will carry his name or the touch of his own personality down through the future years.

Unfortunately upon completion of his art course he is faced in most instances with the necessity of self-support or self-advancement. Usually a battle ensues between the artistic spirit and the more human practical self. Many a potential genius has been lost in this conflict but

many more valiant spirits survive and enter the business world.

The true artist is fundamentally a philanthropist inasmuch as his chosen profession provides him with so many opportunities to enrich the lives of those within the reach of his brushes and pigments. This is particularly true of the artist engaged in commercial design whether his field is advertising art, interior decoration or any other branch of commercial art.

The creation of an artistic package design may seem to the average artist a far lower achievement than the painting of a great picture or designing a stained glass

window and yet, upon careful analysis, the opportunities for self-expression and of benefiting a large audience are essentially the same in both instances. It might be said that an artistic package design, reaching as it does, a far greater number than an object of art in a museum, is capable of better and more lasting benefit. A complete understanding of this principle has removed the artist of today from all necessity of apologizing for his choice of this branch of decorative art.

Just as the artist who creates for his own pleasure is limited by the character of his material, so is the artist engaged in package design limited by the nature of his work. He is usually instructed by the manufacturer in his choice of materials to be used in the package, the nature of the product requires special consideration and the style of the moment dictates to a great extent the type of design to be chosen. With the beginning of recognition of the merchandising value of the package there was a tendency to produce exaggerated package designs. The result of this was a multiplicity of complicated, blatant package designs, each aiming to outdo the other in startling colors and bizarre effects.

THROUGH a gradual educational process by means of advertisements, etc., the merchandising value of simple package forms developed in simple designs is becoming better understood. Close competition in many lines has made a thorough analysis of the market necessary and a new product in any line or the repackaging of an old one calls upon the artist engaged in creating a design for all his resourcefulness and ingenuity. Manufacturers have learned that, although an inferior product cannot be sold by an attractive package, the package is an effective weapon in opening up a new market or enlarging an old one.

In the abstract it is quite a simple matter to outline the requirements of a perfect package design; but each specific design is so complicated by market requirements that the artist engaged in its creation must of necessity carefully consider the practical side as well as the intrinsic value of the design itself. The design must be suggestive of one or more characteristics of the product as well as attractive and possessing definite appeal to the market in which it is to be sold. In a high percentage of cases it must carry a clear, legible, advertising message and successfully establish the identity of the product.

The first step in package design consists of a careful analysis not only of the nature of the product itself but the conditions surrounding its presentation to the buying public. The next step is the selection of suitable materials and the actual creation of the design.

Design is intangible in its process of composition yet definitely effective in its completion. Good composition has a distinct reaction to every human mind and brain. In most instances the casual observer is not at all versed in the technique of its accomplishment, but he is aroused emotionally by good composition. Every object aside from its function has a tangible composition. A spoon, for instance, aside from the function of serving

to help with the soup or the coffee, is in itself a pattern of lines and dimensions that suit an artistic sense. The composition of the spoon does not have to tell a story. Likewise the composition of the design elements, considered as a means of influencing the emotions of the buyer, does not have to tell a story. The function of the package and its design must, therefore, not be confused. The design must have its own charm. It is the voice, so to speak, of the package, yet a voice that is effective more by the quality of its tone than by what it says in words.

WHEN I was asked to design a series of packages for the beauty preparations to be marketed under the name of Charles of the Ritz my first step was to consider the lines of this type of product with which the new one would have to compete. I found that in many instances the packages gave the impression that a large percentage of the purchase price was spent for the container and not for the products. The materials used were costly and the designs bizarre and over-elaborate. As these new products were to be retailed at a price within the reach of the average woman as well as the woman of wealth, it was necessary to select a package design that would attract attention without suggesting a prohibitively high price and at the same time suggest the quality of the product.

A survey of display shelves in beauty shops and department stores revealed that an extremely high percentage of beauty products were being sold in containers developed along so-called modernistic lines. In order to secure attention on this line by means of sharp contrast with competing lines I decided to employ a classic motif.

A single mauve color was selected for the jar and its package cover. This color was different from the run of competitive brands on the market and was, furthermore, not only neutral enough to harmonize with the colors of



any dressing table but also suggestive of quiet dignity. Instructions on the jar were placed in simple type panels with no borders or the like to detract from their readability. The shape of the jar was simple, leaving the effect to be secured up to the design elements on the sides of the jar.

In the case of the bottle, as simple a bottle design as possible was selected. Rather than confuse the fine architectural shape of the bottle with stickers and large labels, the trade mark design was printed on the bottle. At the bottom, the contents of the bottle were identified by a thin strip of label. On the top of the caps of both jar and the bottle the trade mark and address were inscribed in the metal as unornamentatively as consistent with the harmony of the whole. In the whole line of Charles of the Ritz is noticeable a point in package design that is becoming increasingly important. The basic design, the figure head, is applicable to all forms of publicity. It fits the tops and sides of the jars and bottles, it serves excellently on the letterheads and envelopes, in the advertisements and on the window displays. Because of its essential simplicity and good composition this design will harmonize with almost any other element that the complete range of the company's publicity might require.

SUMMED up, the Charles of the Ritz packages achieved their effect: by limiting to the utmost the message on the container; by using one-color background, neutral and different from competitive products; and by having the design of the trade mark and the shape of the bottle and jar assure their welcome by reverting to the design laws of the classic which for thousands of years have proved satisfactory and pleasing to the human eye.

The A. P. W. Tissue wrappers illustrate a design feature that is particularly true of luxury products or those products that are used by the upper middle classes. Both use one color as a background. Their effect of quality is secured in the design over this solid color background. Using one color it is possible to do justice to this color. Moreover, this leaves the whole surface of the package with which to work and create a design of high attention value and, in addition, stimulating to the observer's sense of design.

Viewed on the counter or the shelf, solid color packages stand out from their neighbors because so many of these latter in an effort to get attention have combined so many vivid and striking colors as to not only impress the observer unfavorably, but also make such a conglomeration of elements as to not stand out at all. Too much emphasis leaves no emphasis whatsoever, and takes away all character from the package and the product. Right here it should be mentioned that one of the handicaps the designer works under is the fact that, in the package, values are relative and only their total effect is of importance no matter how interesting they may be in their several independent units.

In other words to secure the buying appeal, the package must create a total effect. Some of the best effects

thus created are more often than not from weak ingredients which as a whole are so placed and formed as to dominate a helter-skelter of individually strong design elements or as to gain their effect by sheer contrast.

The Sales Value of Style in the Package

AT a meeting of American Manufacturers of Toilet Articles held in New York recently, Miss Helen Cornelius, Associate Editor of *Harper's Bazaar*, delivered an interesting talk on the sales value of style in packages. In part Miss Cornelius stated that:

"Of course, there is no doubt in anyone's mind here that 'style' has 'sales value' in the package, or that without 'style' in the package the product might as well be unpackaged (if that were possible), for it might then have a better chance of selling.

"Perhaps that is putting the matter a bit strongly, but, after all, we must admit we are living in a style-conscious age. We don't open our eyes today without being confronted with the importance of style as a factor in living; the press, the radio, the theatre, the magazines, all are mediums for spreading the gospel of style. Certainly we should be conscious of it.

"The point is, have you the style in your package that will make it a fashion? In other words, is it in tune with the times? Is it in harmony with the product? Is it understandable to the market for which it was intended? Your package is to your product what the cover of a magazine is to its contents—the 'silent salesman' if you like, or the first contact with the consumer. If the package (or the cover) is in accord with the product, is appealing, is in tune with the times, you have broken down the first sales resistance. If the consumer is familiar with the product and will buy it regardless of the package (or the cover), it is nevertheless true that the appropriate, style-right package will strengthen her confidence and increase her admiration of that product.

"Since time immemorial, I imagine manufacturers have been modernizing or improving their packages. The idea is not new but what some manufacturers still have to learn (and I do not mean only manufacturers of toilet articles) is that they are catering to a different consumer market—a market today, that is very susceptible to beauty, to good design, to harmonious colors, to good taste. This market is learning to use these attributes to good taste in everyday life. It is learned that color has value and intensity, that certain colors are analogous to other colors and the reason for complementary harmonies. It has learned that design and color and form can be either pleasing or very disagreeable, according to the manner in which they are handled. It has learned that these things are a part of everyday life. In other words, the old green dust pan won't do any more, neither will the brown paper wrapping. They simply won't fit into the way we are thinking or living today.

"Putting style into the package means putting beauty into the package, beauty as it is understood and accepted today; beauty that creates an urge to possess in the mind of the beholder."

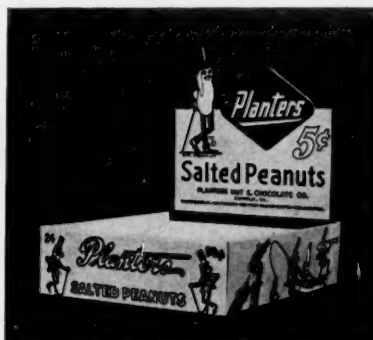
What About Display Containers?

Summarizing Important Points to Be Considered in the Design, Decoration and Presentation of Cartons for Retail Sales

IT is related that Haroun-Al-Rashid, Caliph of Bagdad, wishing to learn the opinions of his subjects as to his prowess as a ruler, was wont to make periodic visits to various parts of that metropolis, in disguise, thereby obtaining information that could not be secured officially. Thus was established, as far as we can determine, a practice that eventually brought about the present-day "marketing questionnaire." The disguise, of course, is omitted—although in some cases certain subterfuges are resorted to—but business concerns of today recognize the value of the outsider's opinion and particularly opinions from those who are buying or selling their goods.

In the February, 1929, issue of *The Carton Maker*, published by the Sutherland Paper Co., M. Dale Ogden presented an article, "What 25 Retailers Said about Display Cartons," in which he summarizes the impressions gained during a tour of several retail establishments. Drug, grocery, sporting goods, paints, tobacco, candy, meat, radio, auto accessory and hardware stores were visited and proprietors or managers were interviewed as to their opinions on displays actually used—what functions should they perform to be of real value to the retailer?

Summarized, these opinions form a fairly complete



Another national advertiser . . . brand name, description and price readable at a glance

picture of what is looked for in a display carton by the retailer. For sandwich making in a hardware store, the carton should produce a visual description of the product, picture its use and state the price. Grocers find that, by means of attractive display cartons, sales are increased on staple goods as this manner of presentation brings those goods out of obscurity and places them within reach. Furthermore, the display offers an additional protection to the goods in shipment. Accessory dealers found considerable value in the utilization of well-designed displays in window trimming as well as for counter showings. Butchers are favorable

to outstanding cartons for fish and potted meats that can be shown on counter tops and near the cashier's window. Chain stores emphasize a saving in space in display cases and shelves, made possible through the use of display cartons, and also point out the fact that they also facilitate delivery of goods to customers. Likewise in candy stores, there is a saving of space by the use of such cartons for showing confectionery specialties. In introducing new products in sporting goods stores, the well-designed display occupied a high place as an initial

method for merchandising those goods.

Objections were made to those cartons well designed but too complicated to set up, also to those made of



A handy display of fish in transparent wrappers. Easy to see, easy to reach



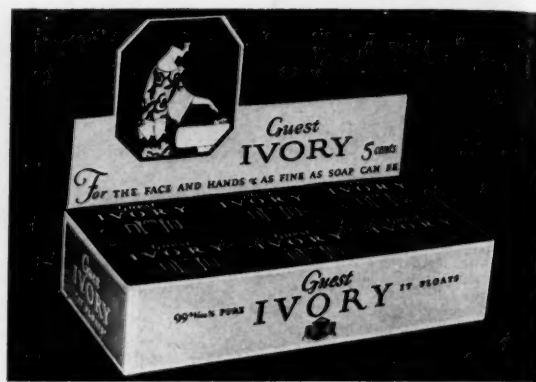
An appetizing atmosphere for selling glass jars of sandwich spread



Blue jay gets the corn, and this colorful display gets the attention



A splendid tie-up with national advertising . . . a reminder to purchasers at the point of sale



Designed with a dignity and proportion suitable for the finest retail stores

ingness of the retailer to display the cartons but also often result in a dissatisfaction of the goods when received because of the inadequate protection afforded during and upon receipt of shipment.

In conclusion, the requirements of the successful display carton and its functions are well set forth by Mr. Ogden in the following: "If a carton display is substantial, well proportioned, designed to attract the eye, placed within easy reach and invites people to buy, then it is worth while and worth using to sell goods."

When it is realized that the manufacturer must look to the retailer for advantageous showings of his display containers, it will be appreciated that the several details that make for a good impression in the minds of dealers should receive every consideration. The points that have been brought out in this article are not hit or miss opinions to be taken lightly by the manufacturer who wishes "display preference."

Art as Applied to Packages

AT a meeting of the Art Directors' Club at the Art Center in New York in April, Mr. Joseph Sinel gave an interesting talk on industrial art. Mr. Sinel is well known as the creator of many interesting package designs and his opinions on that subject are of interest to all those connected with the packaging industry.

In introducing his subject, Mr. Sinel said: "As nearly as I can remember, William Morris said that life without industry is barbarity, industry without art is brutality. It is art that saves industry from being brutality."

Mr. Sinel discussed the use of design as applied to useful objects in primitive and earlier civilizations and led up to the present or, as he termed it, machine age. Continuing, he stated that:

"American industry up to the present time has been largely occupied in producing the big crude jobs

of engineering—the railroads, the bridges, the great storage dams, the huge power plants, the piers, the factories and so on, many of these achieving beauty in their own right, but now for the first time it finds itself face to face with the problem of putting some degree of simplicity and elegance into the thousand and one products of the great battalions of machines that range from coast to coast.

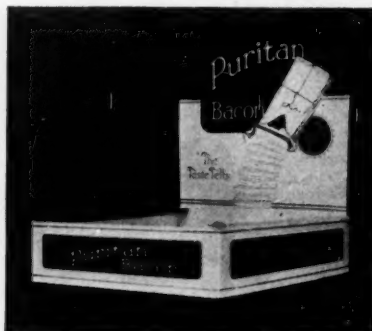
Old established industries find themselves doing a greater volume of business for less profits, due to the increased competition in goods that all competitors can make equally well, so they are searching for methods of packing and displaying their goods, and in many instances, for new shapes and forms for the articles themselves in an endeavor to find new favor in the old markets, but the hopeless timidity and conservatism of the great mass of manufacturers makes one skeptical of any universal benefits accruing

from the present fever of excitement in industrial arts."

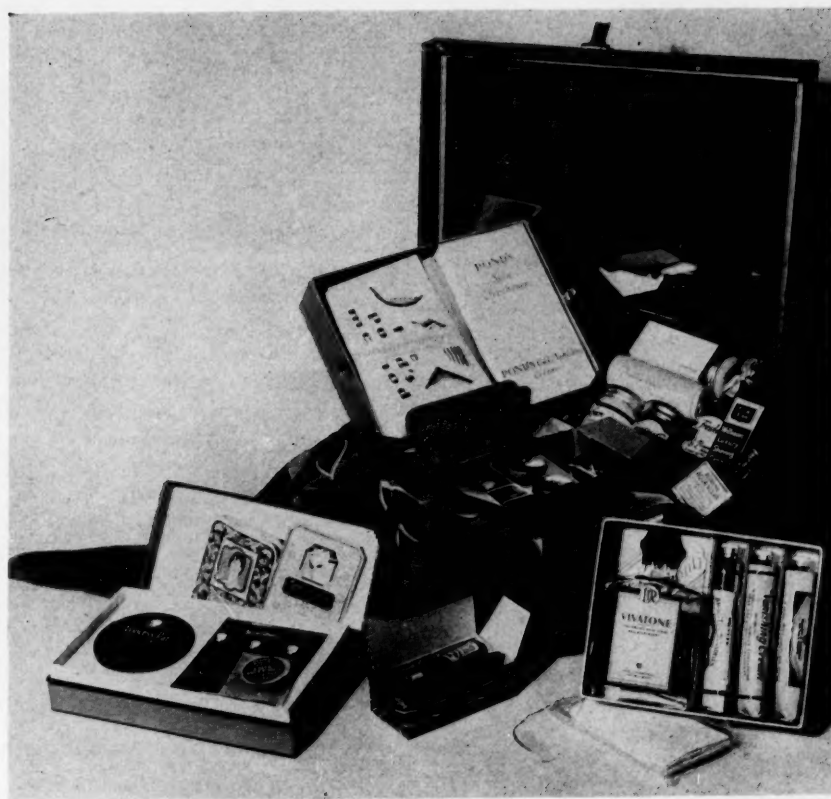
In speaking of the modern trend in art, Mr. Sinel said: "What is the motivation of all this haste and waste in the industrial art of the nation—why such a universal demand for beauty in mass production? I think I can answer that by saying the desire to cash in on a novelty that has caught on much of the new design is emotional rather than imaginative. Merchants, anxious to be in the vogue, pursue with a childlike absorption any of the new tendencies, and succeed in covering everything with vulgarity."

The talk was illustrated with many lantern slides of packages and other designs created by Mr. Sinel.

THE National Confectioners' Association will hold its annual convention at West Baden, Ind., during the week of June 3. An important feature will be an exposition sponsored by manufacturers of machinery and materials used by manufacturers of candy, chocolate and chewing gum. Headquarters will be at the West Baden Springs Hotel.



Like another "clerk" in a butcher shop . . . "selling" ready-wrapped packages of sliced bacon



The Package Goes Traveling

Week-End Assortments of Toiletries May Be Employed to Introduce Various Related Items or Stress the Advertised Merits of a Single Product

THE week-end package may be used by the manufacturer for many purposes. Probably its most important function is that of introducing the products to prospective buyers. In many instances it is used as a medium to introduce a new product which has recently been added to an established line. Still another use is as a check-up on advertising. When a coupon entitling the reader to a week-end package is included in the company's advertising the returns from these advertisements frequently constitute a valuable aid in determining the most profitable advertising channels.

The package is of utmost importance in merchandising the week-end assortment. Frequently these assortments are sold only through the mails and the package must be sturdy enough to stand the rough handling occasionally accorded small packages. In addition the package must be small and compact and at the same time provide protection for the contents. Each individual container included in the package

must be selected so that it may be conveniently and substantially packed to retain rigidity.

A few of the outstanding week-end packages have been chosen to illustrate the possibilities of this form of publicity.

THE introductory set sold by Primrose House is packaged in a set-up box covered in cream and bright orange paper. This assortment retails at one dollar and contains two jars of cold cream, a small jar of rouge, a bottle of skin tonic, a box of face powder and a roll of cleansing tissues. Each one of the samples is large enough to provide an ample supply of the product for three or four days' use and the compactness of the package makes it most suitable for trips when a small bag or overnight case is carried.

The Daggett and Ramsdell package contains a full assortment in small sizes of the various products manufactured by this company. The container is a set-up box covered with blue paper in grain effect, the label be-

ing printed in white on a plain blue paper and applied across the upper corner of the box. The box contains a tube of each of the three cold creams manufactured by this company, a bottle of Vivatone and a glassine-wrapped bundle of cleansing tissues.

The introductory package of Cutex preparations manufactured by Northam Warren is sold in a black and pink folding carton. It contains generous samples of cuticle remover, powder polish, cuticle cream, liquid polish and polish remover. Included also is an emery board, an orange stick and a camel's hair brush for applying the polish. The contents of each sample is sufficient for a week's use.

A set-up box in an elaborate design in red, gold and black contains the Princess Pat week-end set. In this box are sample tubes in cartons of three different types of cold creams, a generous sample of face powder, two shades of rouge and a lipstick. The samples of rouge are enclosed in glassine envelopes which are pasted in lithographed folders. The sample lipstick is enclosed in a gelatin capsule, a glassine bag and pasted into a folder.

POND'S week-end kit is packaged in a mailing box and contains a bundle of cleansing tissues, a bottle of skin freshener and two tubes of cold cream. The cold cream tubes and the freshener are enclosed in a carton to protect them from injury during mailing.

The miniature Glazo manicure set is packaged in a folding box decorated in a modern design in green, purple and black. The set consists of small bottles of liquid nail polish, polish remover and a small camel's hair brush.

The J. B. Williams Co. mail sample sizes of shaving cream and Aqua Velva in a small mailing box. The tube of shaving cream is further protected by a folding carton. Although these samples are small they are ample for two or three days' use and large enough to insure a thorough trial of the product.

Trade Practice Conference

GRINDERS and packers of spices of the United States have been authorized to hold a trade practice conference with the Federal Trade Commission to correct the practice of "slack filling" of containers used to hold their products, it was announced April 23.

The conference is scheduled to be held in New York City, May 9, at 10 A.M. in the Astor Hotel. Chairman Edgar A. McCulloch, of the Federal Trade Commission, will preside.

The full text of the Commission's statement follows:

This section of the spice industry is engaged in grinding and packing black pepper, cinnamon, ginger, allspice, nutmeg, cloves and peppers. The spices are imported. They are ground, packed, and prepared for distribution by the grinders and packers' section of the industry.

The import value of the spices prepared in this country amounts to approximately \$17,000,000 annually. The business as a whole is large, amounting to many millions of dollars annually, as every household in the

country purchases its supply of ground spices in one form or another.

Approximately 85 per cent of the spices ground and distributed in the United States are ground and packed by the group who have applied for this trade-practice conference.

Paper Box Makers to Meet

THE annual convention of the International Paper Box Manufacturers held at Toronto, Canada, May 15, 16 and 17, promises to be well attended and offers an interesting program of business and entertainment sessions. The former are scheduled for each morning, the afternoons and evenings being given over to recreation. Among the speakers engaged are Premier Ferguson of Ontario; William E. Humphreys of the Federal Trade Commission; Gordon James, U. S. Department of Commerce; J. Russ Hill, Middlesboro, Ky.; Charles Milton Newcomb, Cleveland, Ohio; Walter E. Trum, New York City; R. A. Rumsey of the Canadian Bank of Commerce, and E. E. Brooks, Framingham, Mass. Headquarters will be at the King Edward Hotel.

Duty Reduced on Foodstuffs Exported in Domestic Fiber Containers

RATES of export duty in Mexico are to be reduced on coffee, sesame seed, black, white and lima beans, chickpeas and barley when exported in receptacles manufactured wholly or of at least 40 per cent domestic fiber, effective May 18, according to a cable to the Department of Commerce from Commercial Attache George Wythe, Mexico City. Black beans, not specified, white and lima beans, and barley, when exported in receptacles made exclusively of domestic fiber, will be duty free. When exported in receptacles made exclusively of domestic fiber, coffee will be dutiable at 2.70 pesos (1 peso = \$0.498) per hundred gross kilos, chickpeas at 1.29 pesos per hundred gross kilos, and chicle at 0.17 pesos per gross kilo.

Increased Production of Cigarettes

Cigarette production in the United States during 1928 exceeded the 100,000,000,000 mark for the first time in history, and set a new high record for the seventh consecutive year. The current United Business Report states that actual output amounted to 105,915,000,000 cigarettes, compared with 97,176,000,000 in 1927. Manufacturing schedules for the first quarter of this year are well in excess of 1928, with still further gains in prospect. While the cigar industry has not kept pace with the cigarette manufacturers, it is interesting to note that now about 65 per cent of the total production is in the hands of large companies and that their production of machine-made cigars has steadily increased. Stabilization of brands and concentrated advertising should result in even higher sales volume for the leading manufacturers.



NATIONALLY KNOWN
NATIONALLY USED

Sutherland Cartons

MANUFACTURED BY

SUTHERLAND PAPER COMPANY

Main Offices and Mills

KALAMAZOO, MICHIGAN

Package Manufacturers Can Cooperate with Sugar Institute for Mutual Benefit

By FRED G. TAYLOR

Executive Vice-Secretary, The Sugar Institute, Inc.

IT is probable that more packages—boxes, barrels, bags, cartons and other containers—are required for the packaging of food products than for the products of any other industry. The prosperity of those whose business concerns itself with the design and manufacture of containers is, therefore, to a considerable extent dependent upon the prosperity of the food industry, and upon the demand for its products.

The prosperity of the food industry is, in turn, dependent to at least as great an extent upon the public's estimate of the place which should be given in the diet to various foods. When dieting fads upset the normal consumption of a staple food product, especially one which is widely used in combination with other foods, the effects are felt by both the food interests and the package manufacturers concerned.

The refiners of cane sugar realize that the facts about the dietetic functions and value of sugar have never been properly presented to the public. They also realize that, as a consequence, erroneous beliefs have adversely affected the demand for their product and for other foods with which sugar is customarily used in combination. The woman who erroneously believes that sugar is peculiarly fattening will, for instance, not merely cut down on sugar; she will push to one side candy, cakes and confectionery in general. She will refuse to eat acid fruits, because sugar is needed to make them palatable.

WITHIN recent months, The Sugar Institute, Inc., the cooperative association of the cane sugar refiners of the United States, has initiated a national advertising campaign, designed not only to

acquaint the public with the actual facts concerning the dietetic value and functions of sugar, but also to promote the consumption of a wide variety of wholesome foods with which sugar is used. Advertisements are appearing in magazines and newspapers. The campaign is being conducted with the advice and cooperation of eminent medical and dietetic authorities.

Current advertisements stress the health-giving and stamina-building qualities of cereals, jams, jellies, and fruits and vegetables, whether canned, dried or fresh.

As a means whereby these and other allied interests can tie in with the advertising and cooperate in the furtherance of a common cause, the Institute has suggested the use of various slogans on the containers in which the products are packed for shipping, display, or sale. Below are a number of the suggested slogans:



How some of the slogans suggested by the Sugar Institute may be used on food packages to assist in promoting a more favorable acceptance of the use of sweets and associated products

The food that's sweet is hard to beat
A bit of sweet makes the meal complete
Flavor with Sugar and you flavor with health
Sugar—the essential food
Most foods are more delicious and nourishing with Sugar
For weariness—eat Sugar
The best cooks are generous with Sugar
Where desirable, the Institute points out, the word “sweets” may be substituted for “sugar,” or more general slogans may be employed, such as “Good Foods Promote Good Health,” and others of a like nature which are applicable to every food product whose consumption is adversely affected by the craze for the boyish figure, or by any of the preachments of those extremists who advocate the partial or total elimination of essential foods.
The list of food products of which sugar is a component, or to which sugar is customarily added either in the

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ON THE OBVERSE SIDE

of this sheet appears a new design offered by a Company that has pride in its consistent leadership in the field of Lithographed All over Papers — novelties always timely as to subject, up to date as to design and coloring, and never failingly artistic—frankly produced to merit the approval of those whose standards demand quality as the first consideration.

ON THIS SIDE

we venture a **BON VOYAGE** to those whose initiative and vision have impelled them to journey to the convention at Toronto, there to contribute by their presence and their counsel to the welfare and the progress of the industry to which their lives are devoted.

TRAUTMANN, BAILEY and BLAMPEY
Art Paper and Box Wrap Department
13 Laight Street, New York



One TEASPOONFUL *after each meal . . .*

IT takes a good many seal removals and replacements to empty most medicine bottles—even at the rate of a teaspoonful after each meal.

—And it takes a good seal to keep the contents pure and at full strength in the meantime.

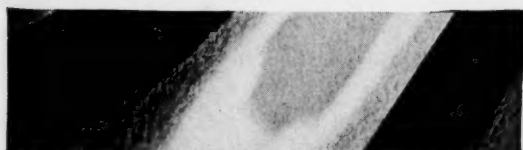
R-O Aluminum Seals will protect your product perfectly until the last drop is used.

R-O Seals make an initial hermetic seal. They always make an excellent re-seal.

They are convenient, too. A slight twist of the fingers removes them and they are replaced with a reverse twist.

R-O Seals are made of non-rusting, non-contaminating Alcoa Aluminum. They are applied by a unique method that probably will reduce your packing expense.

Write today for complete information. Aluminum Company of America, 2429 Oliver Building, Pittsburgh, Pa. Offices in 18 principal American cities.



R^{OLLED}O^N
ALUMINUM SEALS

kitchen or at the table, is a formidable one. Their annual sales volume, at wholesale prices, is \$7,050,000,000. Sales of sweeteners—cane, beet and corn sugar; molasses; honey, and maple syrup—add \$840,000,000 to this figure. Sales of concerns which supply the materials or workmanship required to prepare, pack and label these food products, are estimated to amount to \$2,110,000,000. The total is \$10,000,000,000.

ANY increase in the consumption of the sweeteners, or of the foods with which they are used in combination, is certain to be reflected by an increase in the demand for containers. As has already been pointed out, the reverse of this proposition is also true. It is, therefore, to the direct interest of the members of the packaging industry to cooperate and tie in with the Sugar Institute's advertising campaign. As those largely responsible for the design of packages, they are in a position to suggest to their customers the use of appropriate slogans.

The slogan may seem like a small thing in itself, but in the aggregate, through the cooperation of all concerned, the package slogan can exert a tremendous influence. The effectiveness of any slogan, aside from its euphony and intelligent appeal, lies in its constant repetition. If appropriate slogans were printed upon the containers of the numerous food products, the repetitions during the course of a year would run into the billions, and every slogan would contribute its bit toward shaking the confidence of the public in those extremists who cry out against foods which are essential to a properly balanced diet.

Trademarking Potatoes

A new method of packaging potatoes which promises to radically change the merchandising of this staple article of the human diet has been developed by the Farmers' Marketing Cooperative Exchange of Boyne City, a unit of the Michigan Potato Growers' Exchange.

In place of shipping their potatoes in 150-pound bags, the Boyne City group is shipping them in 15-pound cloth bags. A trial shipment of a carload of 2400 of these small sacks to a Buffalo commission house was quickly disposed of at a premium price, and Michigan growers are making plans to make further shipments of the same kind, not only to Buffalo, but to many other points throughout the country where there is a market for northern potatoes.

Only large, clean, selected potatoes, Chief Petoskey brand, are used for packing in the small bags by the growers who hope by this means to take potatoes off the "auction block" and to create a demand for a standardized, branded quality product which is guaranteed by them clear through to the consumer. This would mean the continuous shipping of potatoes into the same markets instead of diversion of cars into other markets and to receive a premium price for a quality product.

It has been stated that the price of filling one of these small sacks and loading it into the car is approximately

one cent a bag. Special machinery will soon be installed which will automatically fill, close and load these bags into the cars. However, it is expected not only the grower but also the wholesaler, the retailer and the consumer will be benefited from the new arrangement. The wholesaler will always be able to get the same kind of potatoes from the same source and he will also share in the premium which packaged potatoes will bring. It will mean even more to the retailer. He, too, will share

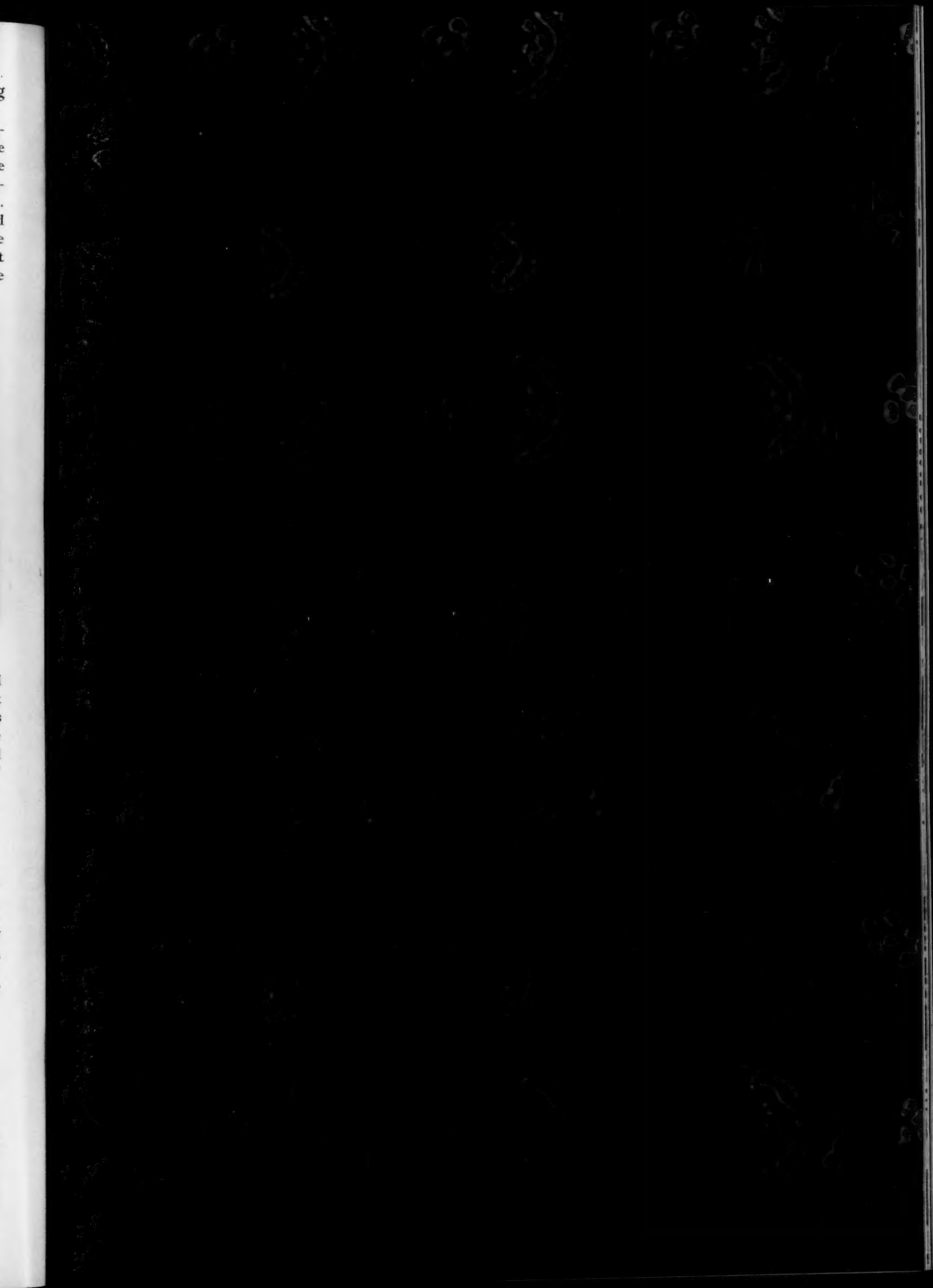


Housewives express preference for trademarked potatoes

in the greater price brought by the quality product and it will save his or his clerk's time spent in weighing out potatoes and which he could better use to sell more items to the customer or wait on more customers. Even more important from the retailer's point of view is that it will do away with the practice of customer's "picking over" potatoes and leave the small and poor ones for the storekeeper to worry over. Customers, too, by asking for the potatoes by name will help the storekeepers to know just what to buy and stock.

Potatoes in the small bags are expected to prove particularly popular with the housewife, because only in this way will she always be able to get the kind of potatoes she has found most to her liking. The strong durable material out of which the bags are made lends itself to a variety of uses around the home after the potatoes have been consumed. Jelly strainers, broom covers, "dustless" dusters, vegetable and fruit bags are a few of the things for which the empty bags can be used.

THE twenty-ninth annual convention of the Biscuit and Cracker Manufacturers' Association will be held at the Sherman Hotel, Chicago, Ill., May 22 to 24. In addition to the business and other sessions there will be an exhibit of materials and mechanical accessories used by the biscuit industry. Among the papers to be presented at the meeting will be a discussion of the package as a factor in the merchandising of biscuits and crackers by D. E. A. Charlton of MODERN PACKAGING.





thibron

the shimmering paper

THE alluring pattern of the thibron and the metallic gleam of bronze combine to give Thibron its richness, luster and strength. On your wall and in your hand, Thibron's glowing lights afford a variety of ever-changing and pleasing effects.

Shimmering paper for the modern home

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WASHINGTON, D. C.

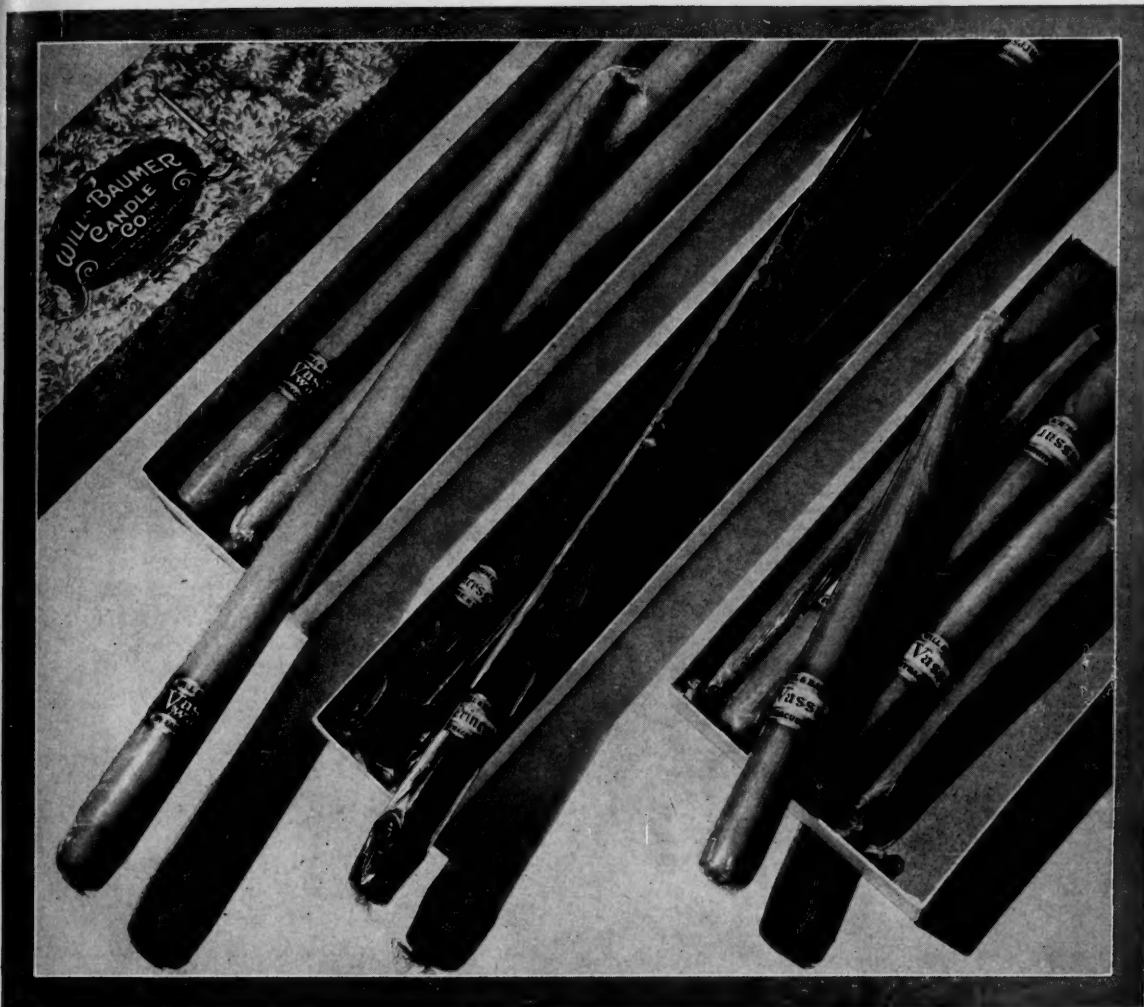
**COLUMBIA
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Will & Baumer's candles—Cellophane-wrapped

"The Butcher—the Baker...and now— the Candlestick Maker"

TODAY many different industries choose Cellophane as the ideal wrap for their products. Dry goods, foods, drug products, confectionery and hundreds of other articles go to the consumer fresher and cleaner because of their Cellophane wrappers.

100% transparent, Cellophane has a gleam which attracts attention. You can see the product beneath it perfectly. Cellophane protects against dust, dirt, handling. It reduces "shopwear" losses.

Our Package Development Department will be glad to work with you in developing a satisfactory wrapper for your product. Send us a sample and let us return it wrapped in Cellophane.

Du Pont Cellophane Co., Inc., 2 Park Avenue, New York City. Canadian Agents: Wm. B. Stewart & Sons, Limited, Toronto, Canada.



Cellophane

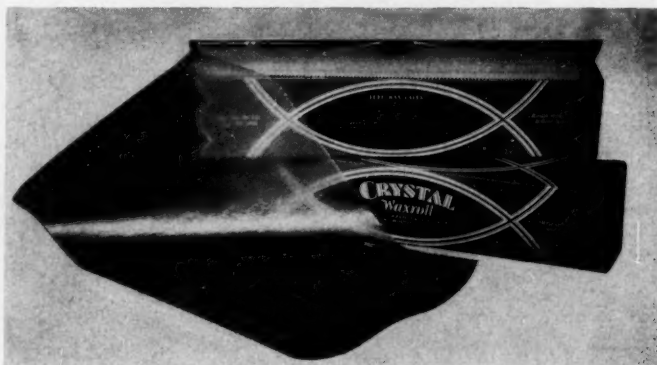
Cellophane is the registered trademark of Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheets and films, developed from pure wood pulp (not a by-product).

Selling More Waxed Paper

THE recognition of feminine appeal as a powerful selling force is evident in many lines of merchandise, covering a range of articles from typewriters to kitchen ranges. A recent application is the adoption of this merchandising factor to the sale of waxed paper for home use by the Crystal Tissue Co., Middletown, Ohio, who have realized the possibilities of using an attractive package as a container for this product in its distribution to housewives.

In decoration, the Crystal Waxroll package carries an attractive design printed in two colors, fuchsia and royal purple, these having been selected with particular reference to their appeal to women. In fact, this package together with one in another color was submitted to a number of women to see which offered the greater appeal and the majority of them selected the former.

Heavy waxed pa-



Saw-tooth edge on package facilitates tearing of paper

per in a continuous roll, 100 ft. in length and 12 in. wide, is contained in a clay-coated, tuck-in carton. The carton is provided with a saw-tooth metal strip on its outer edge which permits the user to tear off evenly the amount of paper required without disturbing the concealed roll.

The package of itself also presents excellent display possibilities, for the colors attract the eye and the grouping of several of the packages on counter or shelf or in window is very effective.

This package affords a splendid example of a container that meets requirements for convenience and attractive appearance and builds sales in a market that is comparatively new for the contained product.

The accompanying illustration shows two of these new packages, the lower one being closed and presenting the design on the front panel while the upper container demonstrates the manner in which the waxed paper may be conveniently drawn out to the required length and torn from the carton.

Washington Correspondence

THE Solicitor of the Department of Agriculture has recently expressed the opinion that the U. S. Standard Container Act of 1928 in establishing the capacity of a bushel as 2150.42 cu. in. (Section 1 of the Act) makes inoperative all state laws establishing weights per bushel so far as they affect fruits and vegetables packed in the containers standardized by that law.

FRENCH cosmetics as shown in Czechoslovakia are usually put up in attractive glass jars. In window displays American products are invariably recognized by their simplicity. French bottling, however, is thought not to increase sales to any great extent, except in the case of perfumes. Undoubtedly, with perfumes the cut glass and colorful tints go a long way toward selling the goods. Some American firms have considered the shipment of cold cream in bulk, to be packed in containers on arrival in Czechoslovakia, but most firms seem to prefer the original American packing. In the case of perfumes, however, it might be advisable to ship in bulk and repack in glass bottles manufactured in Czechoslovakia, since that country is noted for its beautiful glass products. (Consul General Arthur C. Frost, Prague, Czechoslovakia.)

AMERICAN methods of packing fresh fruits for export to Brazil are declared to be satisfactory.

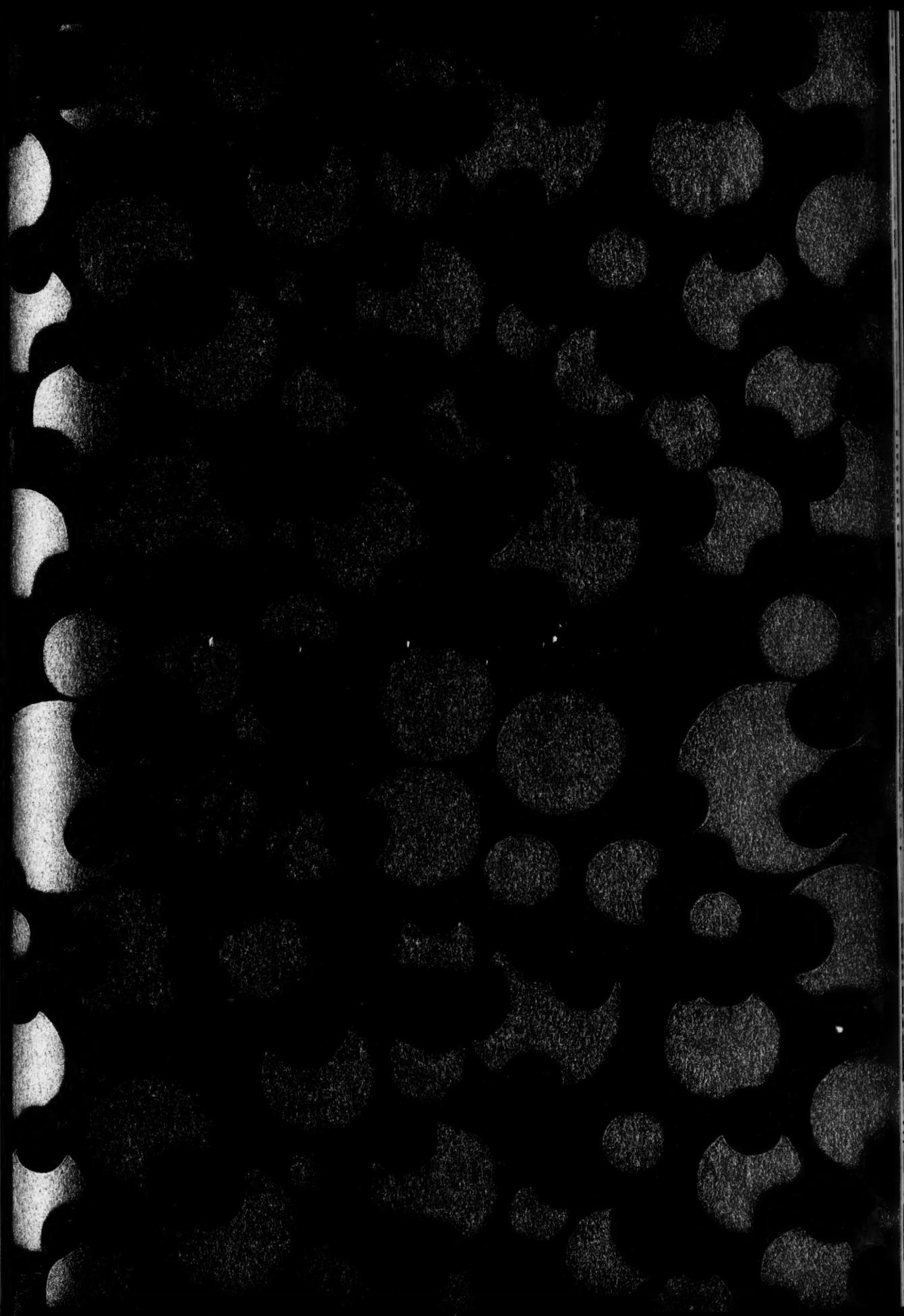
Apples are individually wrapped in paper and packed in boxes without partitions, of which the inside measurements are uniformly $18 \times 11 \times 10\frac{1}{2}$ in. Only in rare cases have American apples arrived in damaged condition, according to Consul General Claude I. Dawson of Rio de Janeiro, Brazil.

The Size and Shape of a Package---II

(Continued from page 47) less true that in products retailing at a low or medium profit the cost of the container is an important consideration. In addition to the savings effected in box board by the selection of simple forms there is also the saving in box, papers and labor. In most instances paper-covered boxes are finished by hand and the labor involved in covering a many-sided box is much greater than that employed in covering a simple form.

I realize that it would be impossible for any one package to conform to all the rules outlined in this article but each of them is applicable to some particular package design. The proper size and shape of a package for any specific product depends upon the nature of the product, the conditions under which it is merchandised and the results expected from the package. A consideration of these established principles will result in better packages from the standpoint of the manufacturer, the retailer and the purchaser.

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\$12.00 per ream—20 x 30—500 sheets

for this

"MONEY PATTERN"

a new design in



The Sunrise Line

COLORS—GREEN—BLACK—BLUE—WHITE—ORANGE

Rolls 30 in. wide—2 reams each

6 Rolls one color \$11.50 per ream

20 x 30—500 sheets

Broken reams plus 20%

Quire price \$1.50

MADE IN AMERICA—

Sample sheets furnished on request. Minimum order one ream. Additional sheets or less, and quantities of less than one ream, at special prices.

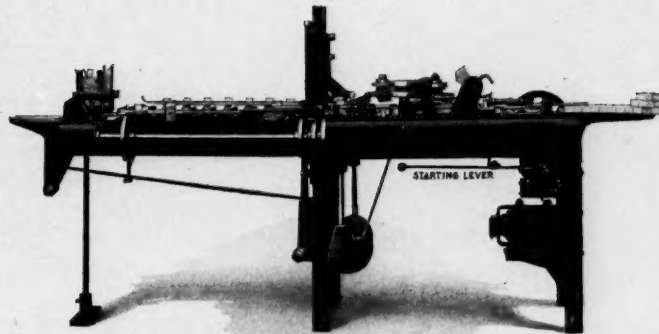
Money Pattern is a registered trademark of the Matthews & Freeman Company. Sample sheets furnished on request.

MATTHEWS & FREEMAN

MANUFACTURERS OF PAPER

143 N. FIFTH ST.

You Prefer an Express Train



FOR similar reasons you will want the Jones Constant Motion Cartoner in your packaging department. There are no stops in its schedule.

Each carton, leaflet, and load has a through ticket on its line.

The service is very fast and first class.

The Constant Motion Cartoner is our supreme contribution to the art of automatic packaging.

R. A. JONES & COMPANY, INC.

P. O. BOX 485
CINCINNATI, OHIO

Trade Comments

THE Fort Orange Paper Co., Castleton-on-Hudson, N. Y., has announced the election of Peter C. Brashear to the office of chairman of the board and W. Gordon Latham to the office of president of the company.

This company was founded in 1858 by the Van Ben-theusen's of Albany, to supply paper for their printery. Then the raw materials were hauled by ox teams, eight miles down from Albany over the muddy river road and likewise the paper was transported back to the printery. The mill was built on its present site, beside a swiftly flowing stream, because of the water power, but as deforestation continued and the stream grew less, steam and electricity were resorted to. There remains, how-



William G. Latham



Peter C. Brashear

ever, plenty of water for purposes other than power. Indeed, a part of the power is still obtained from the stream.

In 1910 Peter C. Brashear of Kentucky, having resigned as auditor of one of the New York life insurance companies to go in business for himself, bought an interest in the company. The company then had a good old name, but through the vagaries of obtaining and losing Government postal card contracts, had run down, and a few years before 1910, had begun to manufacture paper board and folding paper boxes.

This industry was an infant then as compared with the present. The consumption of cartons was spoken of in terms of millions, now the terms are billions. There were more than thirty-five billions consumed in this country last year.

Mr. Brashear, early in his connection with the company, conceived the idea of taking in young college men and starting them at the bottom to train them up as skilled technicians and executives. Among these young men came William Gordon Latham of Virginia, then from a military school in Washington, D. C. In 1912, as a lad, Mr. Latham began at the lowest notch in the box factory. By hard work, diligence, concentration and indefatigable labor, he moved through all of the departments of the paper mill, and factory, and thence to the office and mastered the entire procedure there. As superintendent of the paper mill, he was a great success,

and there developed the executive ability which has carried him to the top. He is now president, director, member of the executive committee, and a large stockholder in the company. He has been the active manager of the business for the past three years.

A recent statement by Ross McIntyre, president of MacMarr's Stores announced the acquisition, directly or through subsidiaries, of the assets and business of the following: International Sales and Produce Co.; MacMarr's, a chain operated by Charles E. MacMarr; Stone's Cash Stores, Inc.; Consolidated Stores, Inc.; La Grande Grocery Co.; Western Piggly-Wiggly Co.; McLean Bros., Inc.; Eagle Stores, Inc.; Von's, Inc., and Morrison's, all chain grocery stores operating in California, Washington, Oregon, Idaho and Montana. Present expansion plans call for a total of 1000 stores, with annual sales in excess of \$50,000,000, by June 15, 1929.

ANNOUNCEMENT has been made by the Continental Can Co., Inc., of the acquisition of the McDonald Machine Co., of Chicago, Ill., manufacturers of can-making machinery. The McDonald Machine Co., established in 1903, is one of the leading manufacturers in its line, supplying both domestic and foreign users. This acquisition further rounds out the business of the Continental company, and in conjunction with present properties owned by it, provides facilities for manufacturing a complete line of can-making machinery.

THE United States Envelope Co., Springfield, Mass., has established a division at New York for the distribution of imported papers and specialties. Thomas N. Fairbanks, formerly vice president and general manager of the Japan Paper Co., will head the new division which will be known as the Thomas N. Fairbanks Co., Import Division, U. S. Envelope Co.

THE Owens Bottle Co., Toledo, Ohio, has merged with Illinois Glass Co., Alton, Ill., the combined company being known as the Owens-Illinois Glass Co., and operated under a central management with headquarters at Toledo. W. H. Boshart, former president and general manager of the Owens company, is president and William E. Levis, former president of the Illinois company, is first vice-president and general manager of the new organization.

J. B. POST, formerly representative of a large trade journal organization, and Redvers Bowen, have been added to the inside force of the Du Pont Cellophane Co. They will be actively engaged in package development and sales promotion work at the headquarters of the company, 2 Park Ave., New York City.

THE Mason Box Co. announces a removal to larger offices and display rooms in the Flatiron Bldg., 175 Fifth Ave., at 23rd St., New York City. The main office and factory of this company is at Attleboro Falls, Mass.

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When beauty strikes the eye, see sales resistance fly ~

PERFECTION BOX COVERING PAPERS

The Product of the most Modern Plant devoted to
Decorative Papers exclusively

Are now available from stock,

NEW, MODERN and refreshing
designs with innumerable color combinations for
every seasonable and staple requirement.

In rolls or sheets. Special sizes can be supplied
quickly.

Special and exclusive designs or color schemes
can be arranged for.

If you would lead the field tie up with these
beautiful papers.

Sample books and full particulars for the asking



ROYAL CARD & PAPER CO.

Manufacturers of Decorative Papers

ELEVENTH AVE. & 25th ST., NEW YORK, N. Y.

DISTRIBUTORS

HENRY L. GOODMAN, Boston Representative
BRADNER SMITH & CO., Chicago, Ill.
JOHNSTON PAPER CO., Cincinnati, Ohio
CENTRAL OHIO PAPER CO., Columbus, Ohio
CARTER, RICE & CARPENTER, Denver, Colo.
ZELLERBACH PAPER CO.—Divisions in the Principal Cities on the Pacific Coast.

SEAMAN PATRICK PAPER CO., Detroit Mich.
CRESCENT PAPER CO., Indianapolis, Ind.
JOHN A. HEINRICH, INC., Minneapolis, Minn.
CARPENTER PAPER CO., Omaha, Neb.
RAYMOND & McNUTT CO., Philadelphia, Pa.
BROOKS PAPER CO., St. Louis, Mo.

Ten, or ten million boxes from roll stock on ONE Inman



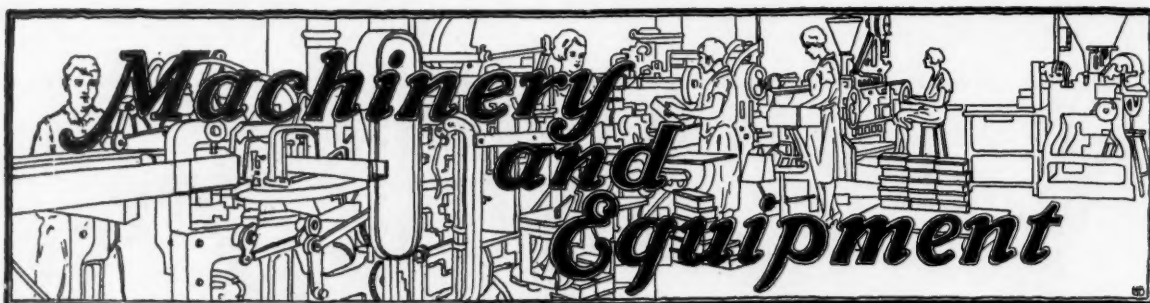
JUST feed an INMAN Automatic Box Machine roll stock and whir-r-rr! out comes a steady stream of FINISHED boxes 5,000-100,000 per day. Every box will be perfect worthy to carry and protect your product. Every box will bear your own design a valuable selling aid. One non-skilled operator is all that's needed. This means a big saving in the course of a year.

You won't have to use valuable space for storing boxes after an INMAN is installed. Because it will supply just the number of containers needed to keep pace with production—printed in one or more colors, scored, died, folded and pasted—complete.

Make more money by making your boxes right in your factory. Be sure of a dependable supply of containers at all times. Ask us for samples of INMAN-made boxes and information about the INMAN best suited to your particular requirements.

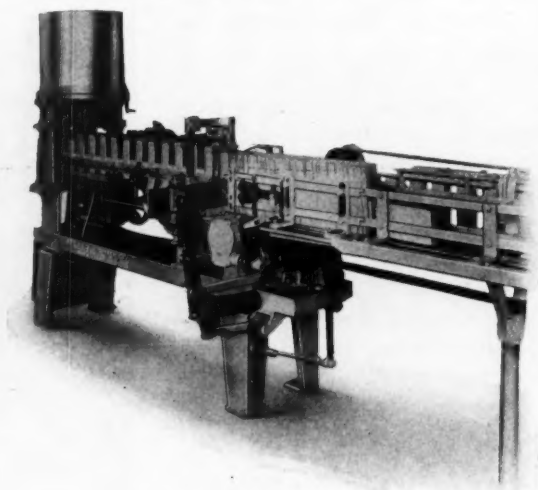
Inman Automatic Box Machines

Made at Amsterdam, N. Y., by
Inman Manufacturing Company, Incorporated



Carton Filling and Sealing Machine

A carton filling and sealing machine which is made in five sizes and is suitable for the packaging of many kinds of materials is manufactured by the Stokes & Smith Co., Philadelphia, Pa., and is shown in the accompanying illustration. The machine is unique in that the cartons move continuously at a uniform speed throughout the machine, the feeding of the cartons being automatic or by hand, and the packages are filled while they are in motion. A speed of at least sixty packages, it is stated, is readily maintained.



Carton filler and sealer made in five sizes

All parts move slowly and uniformly, and as many as twenty-eight cartons are being worked on at the same time. Some are being filled, some are being lined and others are having the flaps glued and folded.

The material may be measured by volume or by weight. The volumetric method is usually found to be more accurate than the weighing and is recommended for all materials except those which vary greatly in density. A recent demonstration on cracker meal showed 5.02 cartons varying by less than $\frac{1}{16}$ ounce.

The cartons are inserted by the automatic feeder between spacers on a belt moving in a horizontal plane, and the opened cartons move continuously through the various lining, folding, gluing and filling devices. The filling flasks revolve at the same speed as the cartons while loading. The carton never stops.

For those products which require protection either from the carton or from atmospheric conditions, a bag liner is automatically inserted in the carton. After filling, the top of the bag is folded against one side of the carton, is spread with adhesive or hot sealed, and is folded into the flaps of the carton, tightly sealing the bag. An extremely tight seal is secured because the gluing of the flap extends over the inner edge of the carton and the folded flap is held against this edge as the carton passes along. Where initial cost must be considered, the automatic carton feed may be omitted. Even in hand feeding a high speed is attained because the cartons have to be only partly opened. The measuring device may be adjusted, and the bag feeding and carton feeding device may be replenished without stopping the machine.

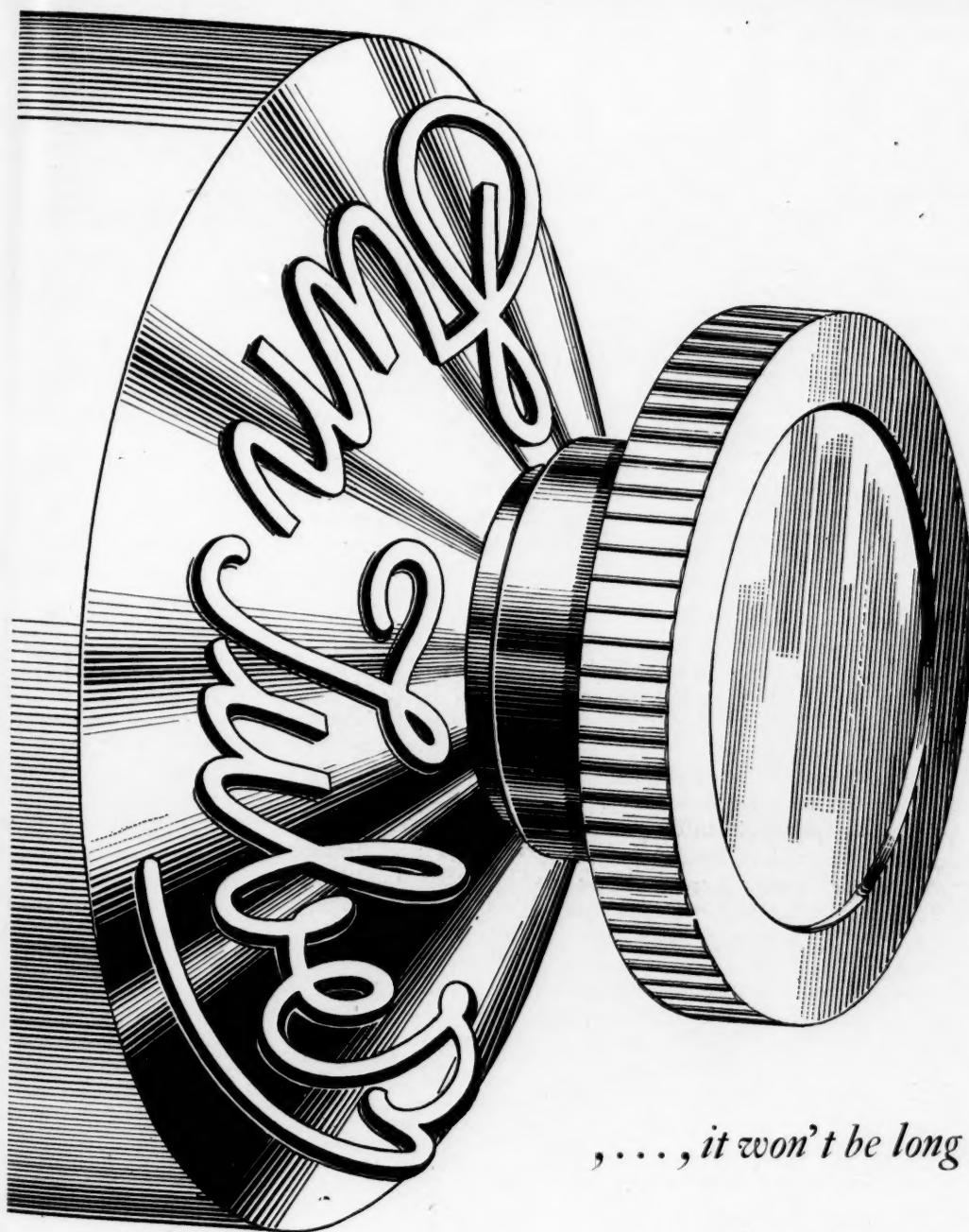
With large production single-purpose machines are most desirable, but for small production and a number of sizes the package machine may be made adjustable. Because of the compactness and simplicity of the design of the machine, a minimum of space is required. One-quarter to one and one-half horse-power motors are supplied with the machines. The mechanism is readily accessible in all of its parts.

Silicate for Sealing

GOOD practice in the utilization of silicate of soda as an adhesive in the making and sealing of corrugated paper boxes is outlined by the Philadelphia Quartz Co., in a recent issue of that company's publication *P's & Q's* as follows:

"Whether the silicate is used for making corrugated paper or sealing the finished and loaded box, it must first establish an intimate contact with the paper surface to permit the moisture to escape, and to assure that the dried film will have hold of the paper. This means that the silicate must first wet the paper surface not too much but just enough, and it must penetrate slightly to get a proper hold.

"The newer papers can all be stuck satisfactorily with the proper silicate properly applied, but naturally enough they are not exactly like the older types. In general a rougher, more absorbent paper needs more silicate. Experience with kraft liners at present available puts them in this class, though we know of no fundamental reason why this must be so. The additional silicate required may amount to twenty per cent. This



HILLSIDE, N. J.

...., it won't be long now!

A new *Sun-Lub* unit will be ready for operation in 90 days. This insures an added production capacity of 42,000 gross.

Frank J. Lynch

President

P. S. Another is building in our machine division.

is hardly enough to notice on the cost of the board, for all the silicate is but a small fraction of the cost of the finished box. Cutting the amount of silicate below that which gives the best adhesion is very poor economy. An excess of silicate is likewise to be avoided, as it tends to delay setting and does not add to the desirable properties of the board. Good practice on straw and jute may be set down at 21 to 23 lbs. per thousand square feet double-backed, while with kraft 25 to 27 is a fair average. Variations outside these limits occur with changing machine conditions in some factories which are favorably situated or handicapped as the case may be. The right grade of silicate is important here as in other industries. A solution which is too thick or too thin for a particular machine or shop may account for large variations in the amount needed.

"There are two very different adhesive problems in making corrugated paper. The first liner may be applied to the corrugations under heavy pressure while the paper is supported in the teeth of the corrugating roll. Thus a good joint is secured with less silicate than on the second liner where the limit of pressure is that which the corrugations of the paper will stand without crushing. Here setting is hastened by heating the paper after silicate is put on.

"In sealing, still a different condition is found. The time element between spreading the silicate and applying pressure is longer. The pressure is often weak on account of the nature of the contents of the box. It is important to put on enough adhesive to wet the dry flap and to have a silicate which remains sticky long enough after spreading to hold under all conditions.

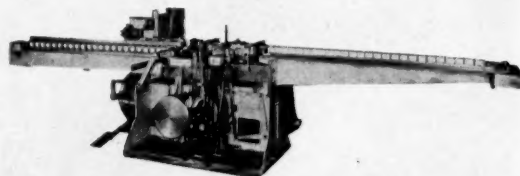
"New modifications and uses of corrugated paper are continually appearing. The simple corrugated sheet has been elaborated into thick boards with multiple sheets. They offer interesting possibilities for thermal- and sound-insulating wallboards, while the endless combination of fillers and supports inside the shipping container which safely carries eggs, glassware, green vegetables or enameled iron plumbing fixtures, leaves room for continued development and carries silicate even farther into the intricacies of living in twentieth century mechanical civilization."

Improved Cartoning Machine

THE accompanying illustration shows a Redington Type 15 machine which has been installed at the plant of the Bristol-Myers Co., Hillside, N. J., for cartoning their medium-size bottle of Sal Hepatica, which weighs about 8 oz. This particular machine handles a glued-end carton, and folds and inserts a lithographed circular, along with the bottle, into the carton.

There are several points at which the Redington Type 15 machine is improved. The chief forward step has been accomplished in the design and the driving of the intake conveyor. These improvements greatly facilitate the feeding of the bottles, and eliminate entirely the objectionable features of an intermittent feed, and, at the same time, eliminate certain objectionable features

of a continuous feed. This is a distinct improvement in cartoning machine design, and is being employed on all Redington cartoning machines built from now on. Other improvements were designed to augment and strengthen



Improved cartoning machine for solid objects

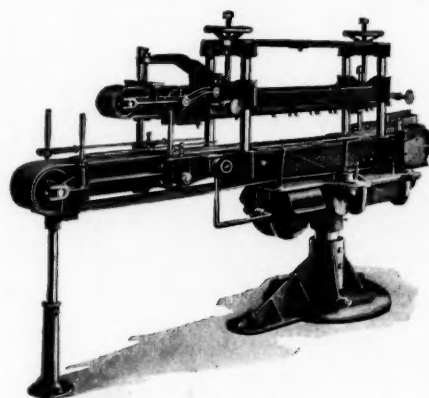
the already very important and well-developed feature of accessibility.

This type of machine may be had to handle either reverse or straight-tuck cartons, or glued-end cartons, and will wrap a corrugated protector around the contents of the carton if this is desired. Machine can be had to handle practically any solid object, such as bars of soap, tubes of tooth paste, bottles, jars, or anything of a similar nature.

Capacity Capping Machine

A capping machine which is said to effectively solve the heavy production problems of the large packer is manufactured by the Phoenix-Hermetic Co., 2444 W. 16th St., Chicago, Ill., and is shown in the accompanying illustration. The speed of this machine and its efficiency frequently places the band type of closure within reach of the packer who feels that cost prohibits its adoption.

This capping machine, known as Type 21, fits into the line of packaging equipment, takes the packages from



Capping machine for large production

the filler without additional handling, seals them and then transfers them to a conveyor belt ready for the next operation. From 2500 to 4000 packages (depending upon size and style) may be sealed in an hour, the jars being from 2½ in. to 8 in. in height. No chucks or additional tools are required. Two major adjustments are required to change from one size package to another.

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NEW---PASTEL - 211

The Vital "BUY ME" Appeal

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IN designing modern-day packages the power of the "BUY ME" appeal oft-times centres on the choice of box coverings. Some goods are best exploited in packages of exciting color and bold design, others are best presented in wrappings of tempting charm that bespeak goodness, daintiness, sweetness!

Collins has always enjoyed marked success in the designing of Pastel and Velumet Box Papers and the newest contributions are Pastel Series 211—made in Pink, Lavender and Buff and Velumet 18—made in the thirteen Velumet colors.

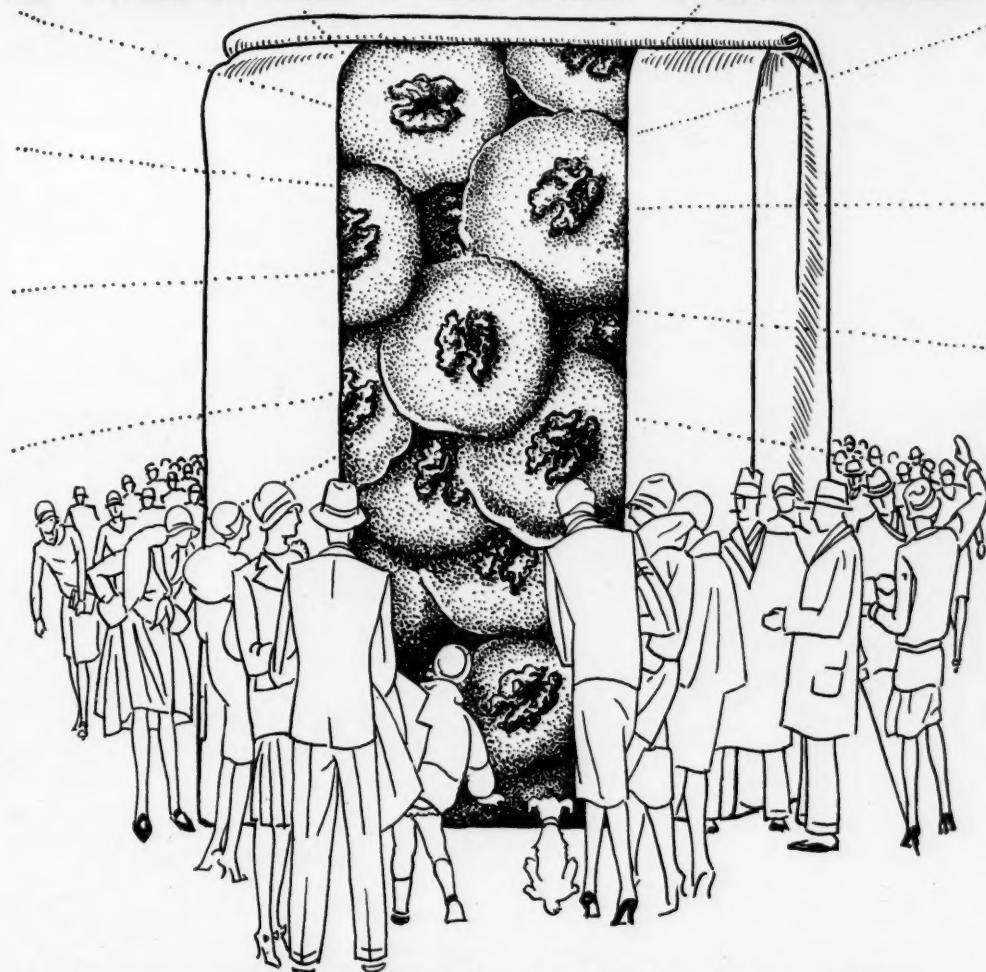
The new Pastels and Velumets are truly modern in spirit, yet subdued to the point of dainty refinement with a decidedly feminine appeal.

Why not let us send you swatch samples or full size sheets for testing? A word from you will bring them promptly.

• • •

A. M. COLLINS MFG. COMPANY
1518 Walnut Street Philadelphia, Pa.

For the benefit of those who are from Missouri



**There are a lot of people who have to be shown.
And you can't blame them at that. We all like to see
what we're getting. So for the benefit of these
"Missourians" we offer a bag with a "cellophane" face.
It shows up the contents. They can't help seeing it.**

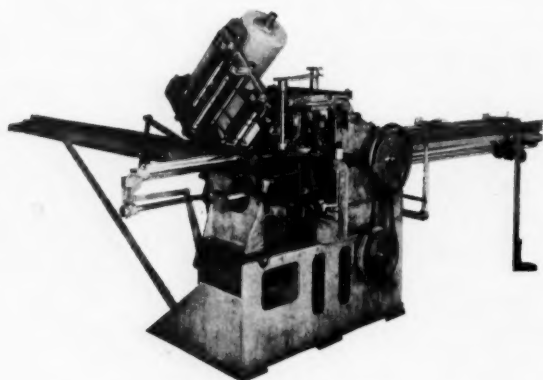
SHALL WE SHOW YOU WITH SAMPLES?

THOMAS M ROYAL & Co

5800 N SEVENTH STREET PHILADELPHIA

Machine for Wrapping Black Powder

PELLETS of black powder are now wrapped by automatic machines. Such was the unique packaging problem put up to the F. B. Redington Co. of Chicago by E. I. duPont de Nemours & Co. of Wilmington, Del., the largest manufacturers of explosives in the world. Black powder is used mainly for blasting and is put up



Powder wrapping machine used by du Pont Company

in pellets 2 in. long. The diameter varies, there being five sizes ranging between $1\frac{1}{4}$ in. and 2 in. The Redington machines built for the duPont company wrap 4 pellets at a time in a form similar to a stick of dynamite at a remarkable speed.

Because of the danger element, these machines were engineered to a hairbreadth precision. In addition, as a further safeguard, the machines were installed in a room walled with boiler plate. There are no operators in the room and the machine is started and stopped from the outside. There is a hole at one side of the room for the intake and another on the opposite side for the outgo. This plan was worked out by the duPont staff.

An unusual feature of these machines is their adjustability. Each one can be adjusted in less than an hour to wrapping any of the five sizes. So far as is known, these are the only automatic machines used by any manufacturer in wrapping black powder.

Show Windows for Cartons

RECENT visitors to the San Francisco offices of Fibreboard Products Inc. have been interested in the unlooked-for attractive interior show windows which occupy considerable space in the company's lobby. This company conceived the idea of maintaining a perpetual visual presentation of its entire line of products so as to aid the prospective purchaser in selecting types of containers, as well as suggesting ideas for package designs and color schemes.

The products shown not only cover the items manufactured by the Pacific Coast plants of the company, which are located at strategic points extending practi-

cally from the Canadian to the Mexican border, but also include merchandise manufactured in their Philadelphia plant in the East.

It is quite a common thing to see show windows displaying the wares of the retail stores. However, it is equally unusual to find three offices in a modern building used for nothing but display purposes. This idea, while unique in itself, offers other advantages which are again quite uncommon. There are drawers located below the show windows which contain samples of the merchandise on display so that it is possible not only to see the merchandise but also to work with the samples without disturbing the display.

This display emphasizes the fact that many manufacturers are neglecting the high advertising value that their shipping cases can be made to possess—some of the cases shown are, in fact, miniature posters. Nowhere else can so many kinds of containers and packages be seen at one time and so readily compared. This display is worth visiting simply as an assurance that your packages and containers are as efficient and modern as they can be made.

The illustration shows half of the display room. The first case on the left shows merchandise manufactured for the dairy industry and consists of butter cartons, egg cartons, ice cream and food pails and the new type white, both inside and out, Purity Jar, which is being used extensively for ice cream containers; also fillers for egg cases.

The second case shows various types of corrugated super-test shipping cases, including the famous Tuf-Fir shipping case, and other products manufactured from corrugated paper such as pear pads, apple pads, etc.



Office show windows of Fibreboard Products Inc.

The third window shows the various commodity items such as suit boxes, laundry boxes, florist boxes, and candy boxes together with cracker caddies, display boxes and numerous other die-cut materials and other hand-made products.

The fourth window is a special window which will be used for particular display. At present this space shows

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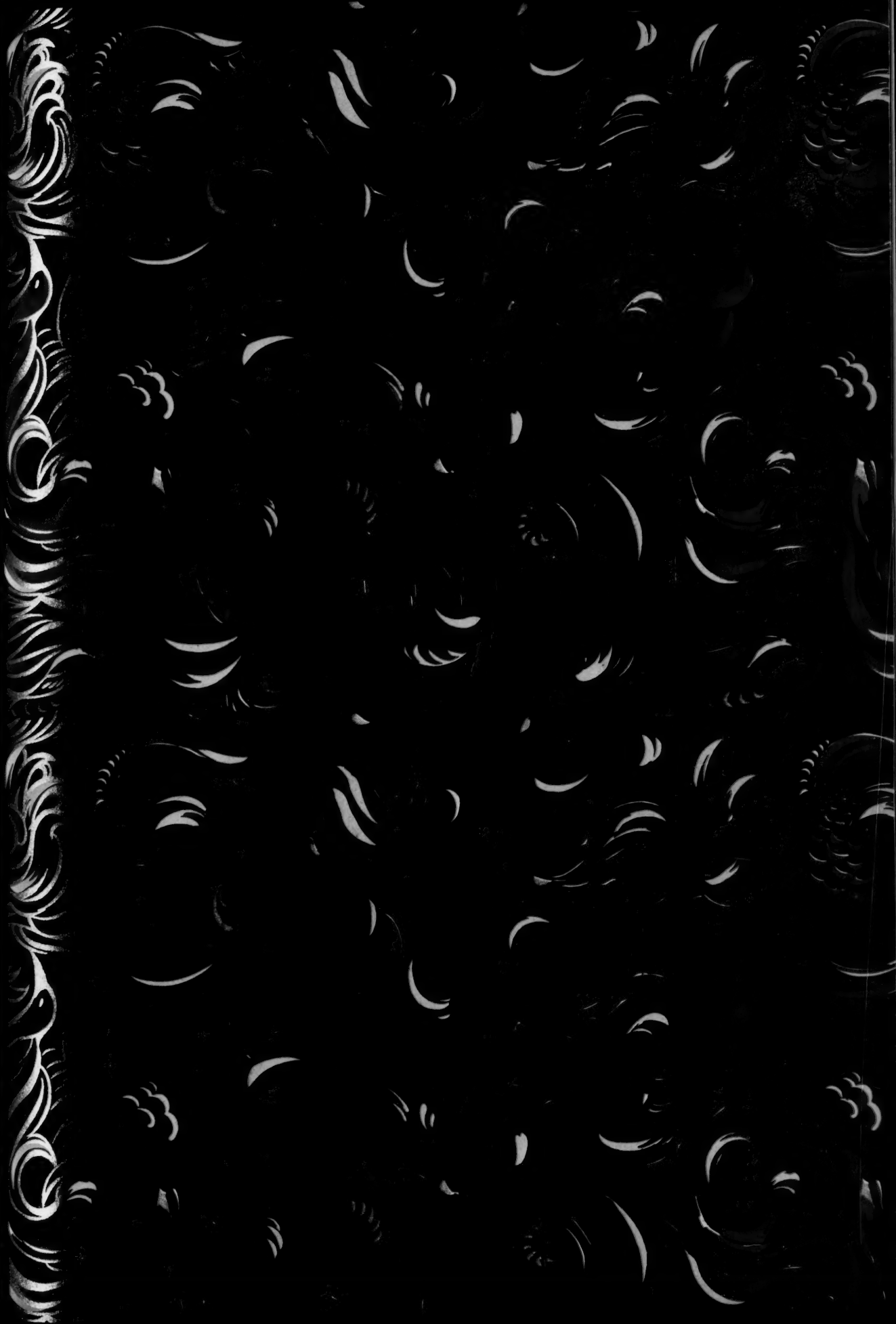
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1930 FLORALS

Ready for Distribution

*Sample Books
on Request*

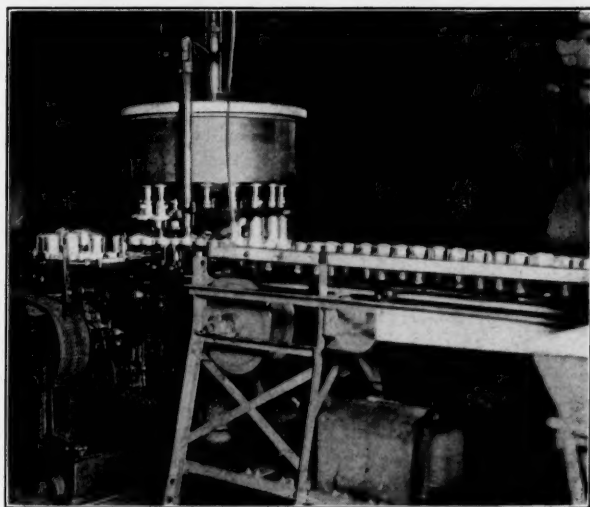
KUPFER BROS. CO.

2-8 Astor Pl.,
NEW YORK

145 W. Austin Ave.
CHICAGO

MILLS—NORTHBRIDGE, MASS.

**BEANS
SPAGHETTI
CATSUP
SYRUP**



**CHILI-SAUCE
VINEGAR
SOUP
GRAPE JUICE**

Saucing Spaghetti at the Quaker Maid Co., Inc., Brockport, N. Y.

"HALLER" Rotary Fillers Type "H-S" for cans or "H-B" for bottles, adjustable, are faster, durable and sanitary beyond need. They are built to standard and are standard equipment for the LEADERS in the packaging field.

HORIX MANUFACTURING COMPANY
Manufacturers of "Haller" Hand and Automatic Filling Machinery
Corliss Station, PITTSBURGH, PA., U. S. A.

**Over 90% of the largest
national advertisers rely on**



Obviously they receive 100% service

Largest Producers of Adhesives in the World

National Adhesives Corporation

SUCCESSOR TO
NATIONAL GUM & MICA CO.—THE GLUCOL MFG. CO.—DEXTRO PRODUCTS INC.

Eight Factories and Fourteen Warehouses to Serve You

cases carrying various dried fruit, which are shipped in Super-test fibre cases. This display shows the cases used where the raisins are packed in cartons, also where the raisins or prunes are packed in bags and the new reinforced Super-test bulk shipping case for raisins and prunes.

The fifth window shows products manufactured in the can and tube department and covers the complete line of mailing tubes, plain cans with paper tops and bottoms, also the various types of tin tops. These are shown in a variety of colors and different wrappers.

The sixth window shows solid fibre Super-test cases and has for its background probably the largest solid fibre case manufactured.

The seventh and last window is an attractive and colorful display of cartons and covers practically every kind of dried fruit. There are numerous other cartons showing salt, tea, coffee, soap, noodles, practically every kind of merchandise that is shipped in this type of container.

It is the company's intention to change these displays to show at different times throughout the year cases of all of their various customers, keeping in mind at all times to carry a complete display of all of their various types of products manufactured.

Trade Catalogs

Fancy Papers: A booklet of samples of "Tulip," a new pattern by District of Columbia Paper Mfg. Co. of Washington, D. C., has been received. This contains samples in seven color combinations.

Box Coverings: A booklet containing four new patterns in Nu-Art-Tone papers manufactured by Charles W. Williams and Co., Inc., of New York, has just been received. These patterns are developed in modern motifs.

Box Coverings: A. S. Datz and Son, of Philadelphia, have issued a booklet of Mirador box coverings. This booklet contains samples in three colors and black of the new paper which is decorated with a design in gold and silver.

Paper Tester: B. F. Perkins & Son, Inc., of Holyoke, Mass., have issued a booklet describing in detail the Mullen Paper Tester. This booklet also describes the actual working operations of the tester as well as its many uses.

Fancy Papers: Hampden Glazed Paper and Card Co., of Holyoke, Mass., has issued a sample assortment of the new Bas-Relief papers. This new pattern covers a range of seven solid colors with a small bas-relief pattern in gold or silver, black with gold, and six many-toned effects in gold and silver.

Box Coverings: Royal Card and Paper Co., of New York, have issued a new booklet containing an assortment of nine patterns in Perfection decorative box coverings in a wide range of colors. Several of the patterns are striking examples of skilful application of the newer ideas in decorative art.

Glassine Papers: A portfolio of Riegel's Jewel Brand Glassine Papers made by the Warren Mfg. Co., of New York, has just been received. It contains eight generous samples of the various types of glassine paper in many weights, colors and patterns. A complete description of each of the papers is printed on the inner side of the cover.

Metal Cans: Giles Can Co., a division of Phoenix-Hermetic Co., Chicago, Ill., have issued catalog No. 3A, "Practical Containers for Chemical Products." This catalog is particularly well prepared and contains helpful suggestions regarding sizes, sealing and resealing features, decoration and other considerations for cans that may be used for chemical products. There is a liberal use of illustrations, diagrams and tables.

Set-up Boxes: The F. N. Burt Company, Ltd., Buffalo, N. Y., have issued a 16-page brochure, "Burt Designs and Creations." Bound in an art paper cover, this booklet makes an effective presentation of various types of set-up boxes which this company is prepared to design and execute. Boxes for toiletries, perfumes, pharmaceuticals, soaps, cigarettes, men's furnishings, playing cards, greeting cards and many others are shown in full colors and with artistic backgrounds which display the containers in a most effective manner. The F. N. Burt Company, Ltd., established in 1886, is the largest manufacturer of medium-sized boxes in the world. This catalog is a fitting and convincing exposition of the high quality of the merchandise which the company produces.

Glass Package Closures: The results of a nationwide survey made in the interests of the manufacturer of glass-packed products and the glass container industry are included in a booklet issued by the American Metal Cap Co., Brooklyn, N. Y. In this survey, 8028 housewives in 46 cities and 29 states were called upon to determine the most popular type of seal used on glass containers in which many articles of food, drink, drugs, toilet preparations, etc., are packed.

A sample kit, containing five glass jars and bottles, was used to obtain an expression of opinion. All of these were empty and bore no label or identifying mark other than a number on the closure. Nos. 1, 2 and 4 were typical metal closures now in common use and familiar to most housewives in all parts of the country, No. 3 was an Amerseal cap and No. 5 was an ordinary cork stopper.

The returns showed that preferences on each type were in the following percentages: No. 1, 0.8 per cent; No. 2, 13.3; No. 3, 69.5; No. 4, 16.0 and No. 5, 0.4 per cent. The reasons given for the preference of the Amerseal cap were proportionately as follows: Easily opened, 55.2 per cent; prefer (no reason given), 32.0; can be used again, 10.8; easily closed, 8.1; secure, 6.5; sanitary, 2.9 and miscellaneous, 1.5 per cent.

The several advantages claimed for the Amerseal cap, together with illustrations of same, are also included in the booklet.

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ABSTRACT BOX COVERINGS

A new, exclusively Holyoke Box Paper in eight color combinations that will create outstanding packages for you.

In fact, the whole Holyoke line of Box Papers will open your eyes to the unusual possibilities they possess.

Holyoke Box Papers and Special Lithographed Box Wraps are gracing some of the finest packages in the country.

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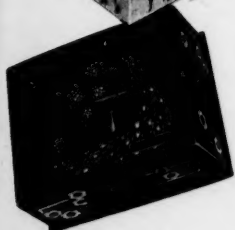
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GREAT merchandising organizations, such as are represented here, realize the value of Schmidt-Originated Wraps. Design, color and technic supplied by the Schmidt organization insure them of increased business. Can you afford to do less?

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CHICAGO

Brilliant Filtrate Dependable Production Positive Elimination

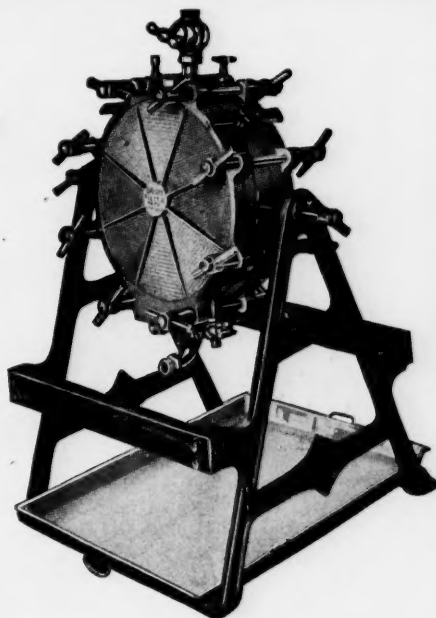
of minute impurities
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U. S. DRUM MULTIPLE DISC FILTER

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BOTTLING AND PACKAGING ENGINEERS

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Packages of CHARACTER

We put *character* in our labels and folding boxes. It is expressed in expert designing and the use of right colors. *Character* is what makes our packages stand out on the dealers' shelves and helps make sales.

Proper packaging is among the most vital of merchandising problems. "U. S." Salesmen are experts on all matters pertaining to labels and folding boxes.

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Capital invested in machinery must earn a profit—and profit—difference between cost and sales price—depends upon the efficiency of that machinery. That's the inexorable law of industry.

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Burt Labelers, rarely, if ever, become obsolete. They are long-lived outfits—10 to 15 years of service is common.

Look to your profits at the source. If it's labeling, it will pay you to investigate *Burt*.

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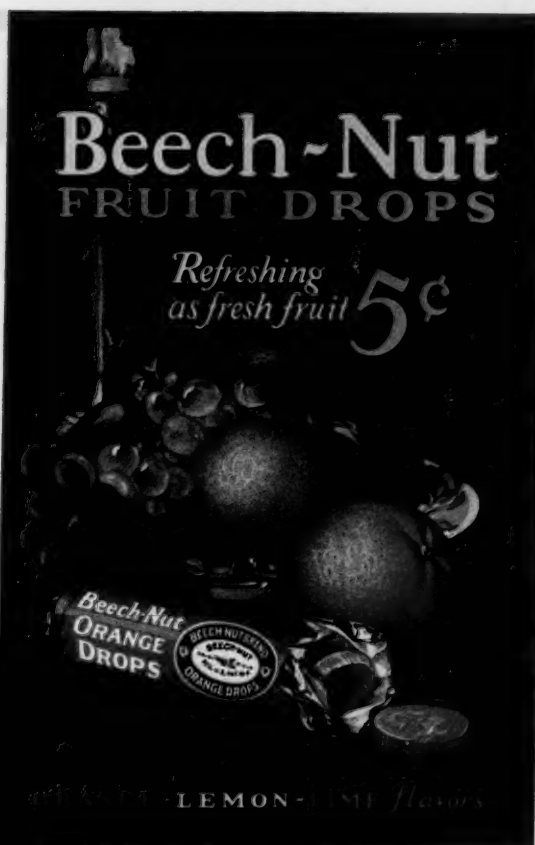
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Beech-Nut Confections

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**BETTER LITHO
& OFFSET WORK**

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POSTERS
DISPLAYS**



DROPS
FRUIT
BEECH-NUT



TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND
OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED
TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN
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FORT ORANGE PAPER COMPANY
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Are Stronger—because the corners are reinforced and
the grain can be run as desired.

Are Cheaper—because they have less area and less
weight, thus saving up to 30% in cost
of board, and also in freight.

Ask our representative what YOU can save
by their use.

H. R. BLISS COMPANY, Inc.

Manufacturers of Wire Stitchers and Adhesive Sealing Machinery for Fibre Containers

NIAGARA FALLS, N. Y.

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ANY QUANTITY EVERY STYLE

FOLDING BOXES COUNTER DISPLAY CARTONS



PAPER MANUFACTURERS SINCE 1868



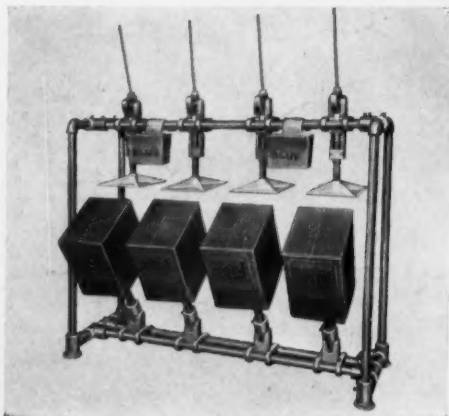
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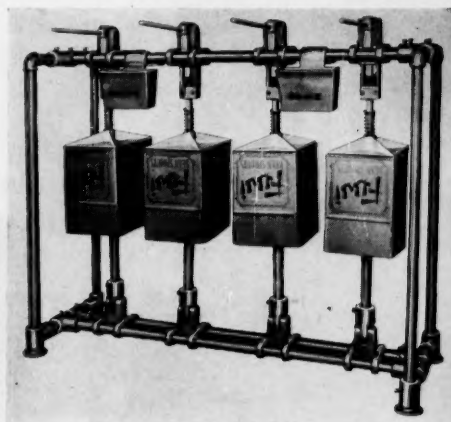
Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After Container has been sealed

Leased on
Yearly
Rental
Basis—or
Sold
Outright



Pressure evenly applied on surface

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

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Chicago, Ill.

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City _____ State _____

NEW JERSEY BOTTOM SEALER

THE CHEAPEST AND FASTEST METHOD OF FASTENING YOUR BOXES

Save

Time

Money

Material

Gain

Space

Strength

Production



NOTE

One Pedal Only

NOTE

One Pedal Only

New Jersey Bottom Sealer—Only one pedal required to operate post and machine. The latest development in stitchers

USERS everywhere are claiming greater production and lower upkeep for the New Jersey single-pedal stitcher than any of their machines of the two-pedal type. Operators prefer to use the New Jersey stitcher because of its ease and convenience of operation. Furthermore, the New Jersey Wire Stitching Machine is guaranteed to give you greater production than any other stitching machine. *Many users report operating New Jersey stitchers continuously for more than two years without replacing a single part.*

Some of the largest users of containers and cartons, such as Atwater-Kent Mfg. Co., Victor Talking Machine Co. and General Electric Co., have adopted New Jersey stitchers to reduce their packaging costs.

They are Saving 66% on Labor Cost and 75% on Material Cost

{ Clip the coupon on the reverse side of this page and let us send you complete details as to how we can save you money, complaints from containers opening during transit, and space in your shipping room. Let us make your problem our problem. Cut the coupon and mail today. **}**

New Jersey Wire Stitching Machine Co.

602 S. SECOND STREET, CAMDEN, N. J.

Now Is the Time To Get Ready!

If you are going to use the new and better method of packing catsup this season—now is the time to place your order for a

KIEFER CATSUP FILLER

Automatic-Rotary-Vacuum

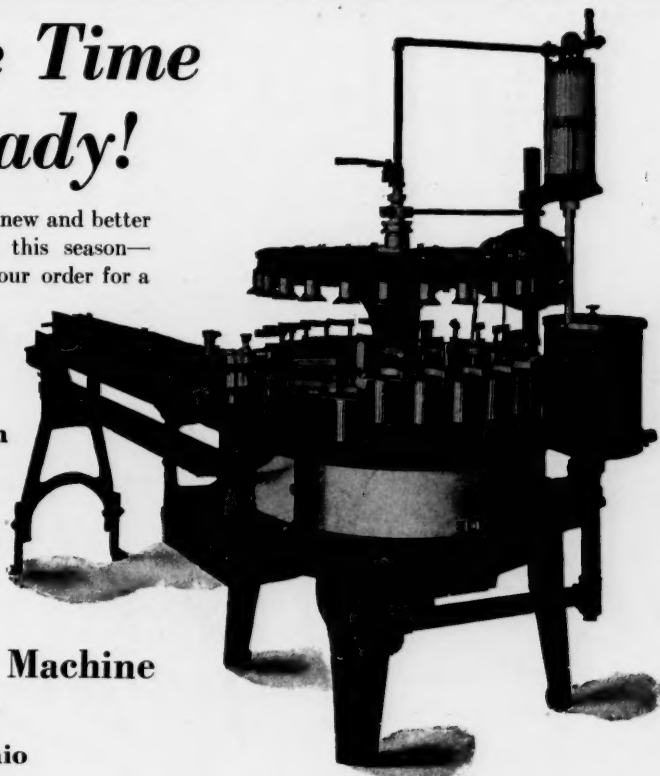
The machine that fills without slop or waste. Will not fill broken or imperfect bottles.

Fills the bottles solidly.

Quickly cleaned without taking anything apart.

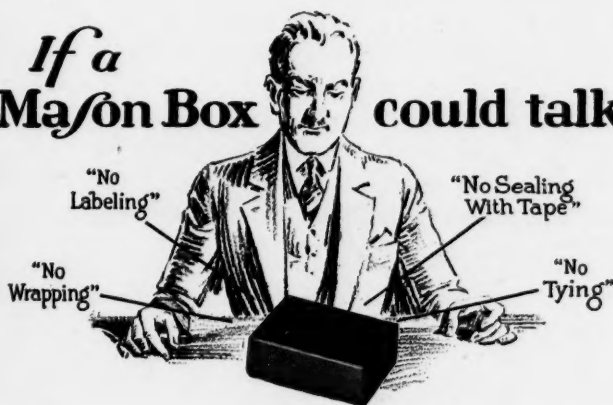
Made in four sizes.

Write for catalog and prices.



**The Karl Kiefer Machine
Company**
Cincinnati, Ohio

If a Mason Box could talk



Mason
Modern Mailers
The Mason Box Company, Attleboro Falls, Mass.

THE tests of a mailing box are the condition in which it arrives from the post office, the protection it gives its contents, the labor it saves in preparation for shipping, and its appearance. All are important.

The Mason line is the only one which provides containers for every postal shipping need. These are built to exacting standards from materials made exclusively to our specifications. Each has the unqualified approval of the Post Office Department.

We serve important industries in every section of the country. We carry at all times a large line in stock of standard boxes. Special orders can be prepared very quickly.

Send a sample of the article you ship by mail and we'll submit a box to suit it. Send for catalog and full information. Our Postal Shipping Expert will gladly answer questions in regard to any postal shipping problem.

*We design and create
fancy boxes, too!*

Findley's

CONTAINER SEALING GLUE

A quick-setting and quick-drying vegetable sealing glue possessing extraordinary penetration and stick. Bound to give satisfaction for hand sealing of fibre or corrugated boxes, or for automatic equipment. Will not stain or discolor materials with which it comes into contact. Does not require steaming or cleaning glue pots after each day's operation, as it does not crystallize or harden in machines or on rollers. Not caustic, so does not hurt hands of workers.

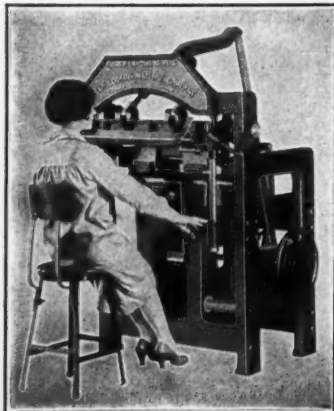
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The F. G. Findley Company
Adhesive Manufacturers Milwaukee, Wis.

Specify
Gaylord
Liners

WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS



The Improved Evers Box Machine

For Making Two-Piece Glued End Telescope Boxes from Creased Blanks

BETTER BOXES—LOWER COST

CAPACITY 200 COMPLETE BOXES PER HOUR

Ranging in size from 1" width by $\frac{3}{4}$ " depth by 3" length to 24" width by 6" depth by 30" length. Changes made in a few minutes. Board up to .050 used.

This machine cuts costs and produces better boxes.

Manufactured only by

PARTITION MACHINERY, INC.

569-589 East Illinois St.

CHICAGO

Cable Address: SELF-LOCK, CHICAGO



FIBRE CANS of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

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—give that copy of MODERN PACKAGING to the enthusiastic friend who tried to beg, borrow or (it has been done) steal the latest issue of your most serviceable publication.

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CARTONS

LIKE PEOPLE REVEAL
CHARACTER BY SIGNIFICANT
DETAILS OF MANUFACTURE

VERY quickly a woman sizes up the people she meets. Their shoes, their gloves, or finger nails reveal much more than their jewels or Paris hats. For these little details are the sure clues to character. And this is equally true of cartons—for it is not by its facade alone that people will know it, but by its vital little details.

The Continental Folding Paper Box Company recognizes all the little details that go to make a real carton or display container. Capable workmanship, efficient service, economical production are all significant factors.

*When Continental makes
your containers, you get
the ultimate in value.*

CONTINENTAL

FOLDING PAPER BOX CO., Inc.
RIDGEFIELD NEW JERSEY

Prevent adjustment delays in Parcel Insurance



FOR the cost of a few pennies you assure prompt adjustment of loss through theft, damage or destruction of each Parcel Post package you send out. Simply enclose a North America coupon in each Parcel Post package.

Any North America Agent can explain this inexpensive and dependable protection, or send the attached coupon for full information.

North America Agents are listed in the Insurance section of the classified telephone directories under "INSURANCE COMPANY OF NORTH AMERICA."

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"The Oldest American
Fire and Marine
Insurance Company"

Founded 1792

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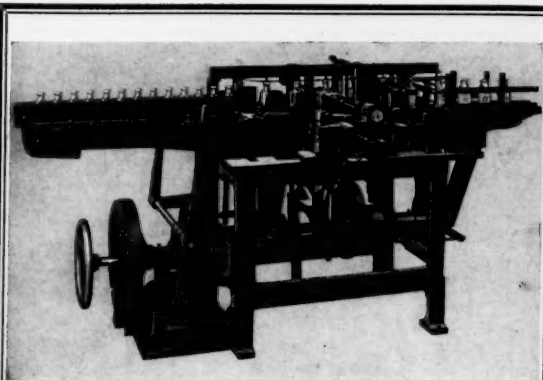
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Name

Street

City State

Wants information on Parcel Post Insurance



WEEKS AUTOMATIC LABELERS

SINGLE and DOUBLE
for Oval, Round or Square
Bottles, Cartons
or Cans

SINGLE LABELERS

Apply spot labels and
labels on three sides.

DOUBLE LABELERS

Apply front and back
labels simultaneously and
two labels on four sides
of containers.

WEEKS LABELERS are essential for straight line production. They supply the missing link in Filling—Screw Capping; Labeling—Cartoning Operations. One WEEKS Unit will replace two to five semi-automatic hand-fed labelers.

UNEQUALED for accurate registration and clean application of labels.

**SPEED—40-120 CONTAINERS
per minute**

INSPECTION AFTER LABELING
UNNECESSARY

McDonald Eng. Corporation

220 Varet St.

Brooklyn, N. Y.

London: Windsor House, Victoria St., S. W. 1.



YOU can feature this box in your national advertising and be "different from the rest."

At one stroke you can evoke favorable comment for your products from the long-suffering public condemned to old style boxes.

It *SLIDES* open with the pressure of your thumb! No cumbersome manipulating nor broken nails!

Contents remain *IN THE BOX*—they don't spill on the floor.

Fits in the vest pocket or hand-bag.

Can be filled automatically.

Lithographed—you bet!—and how!

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2nd Ave. & 39th St.

Brooklyn, N. Y.

also makers of

Saniseal Metal Milk Caps
Crown Corks

Special Purpose Caps
Distilled Water Caps

METAL SCREW CAPS

SilverStitch

REG. U. S. PAT. OFF.

Try this widely-used *galvanized* stapling wire on your boxes. "Silverstitch" is better because (1) it resists rust, (2) is uniform in width, thickness and temper, (3) feeds through the machine perfectly—no interruption to the job,

(4) supplied in five or ten-pound coils of continuous length—no stopping to thread short pieces.

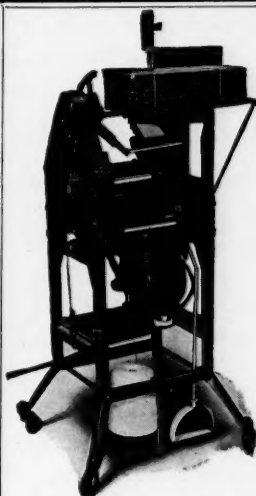
Send today for a free sample coil of this accurately made, high-tensile-strength ACME quality wire.

There is no obligation. We would welcome your giving "Silverstitch" a thorough tryout.



ACME STEEL COMPANY

2840 Archer Avenue, CHICAGO



The Bunn Package Tying Machine

Used in every line of industry.

Our double wrap machine insures tightness.

Our Turntable machine automatically ties boxes both ways in one operation.

Ranges in size from very small packages, up to large bundles of set-up boxes.

Ten-day free trial in your plant

Manufactured, Sold and Guaranteed by the Inventors

B. H. Bunn Co.

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in the
PACKAGING CATALOG

CHICAGO,
ILLINOIS.

INDEX TO ADVERTISERS

- | | | | |
|-----------------------------------|--------------------|-----------------------------------|--------------|
| Acme Steel Co..... | 83 | Johnson Automatic Sealer Co.... | 16 |
| Aluminum Company of America.. | 61 | Jones & Co., Inc., R. A..... | 65 |
| American Can Co..... | Back Cover | Kalamazoo Vegetable Parchment | |
| American Coating Mills..... | 15 | Co..... | 1 |
| American Tissue Mills.. | Insert 24-25 | Keratol Co., The..... | 17 |
| Arabol Manufacturing Co., The.. | 5 | Kiefer Machine Co., The Karl... | 79 |
| Automat Molding & Folding Co., | | Kupfer Bros. Co..... | Insert 72-73 |
| The..... | 6 | | |
| Battle Creek Wrapping Machine | | La Boiteaux Co., The..... | 32 and 33 |
| Co..... | 8 | Lowe Paper Co..... | 25 |
| Beekman Paper & Card Co., Inc. | | McDonald Engineering Corp.... | 82 |
| | Insert 14-15 | McLaurin-Jones Co..... | 21 |
| Bliss Co., Inc., H. R..... | 77 | Mason Box Company..... | 79 |
| Bunn Co., B. H..... | 83 | Matthias & Freeman Paper Co... | |
| Burt Company, Ltd., F. N. Insert | 4-5 | | Insert 64-65 |
| Burt Machine Co..... | 76 | Middlesex Products Co.. | Insert 28-29 |
| Collins Mfg. Co., A. M. Insert | 70-71 | National Adhesives Corp..... | 73 |
| Consolidated Paper Co..... | | National Packaging Machinery | |
| | Inside Front Cover | Co..... | 3 |
| Continental Can Co., Inc..... | 34 | Package Design Corp.... | Insert 42-43 |
| Continental Folding Paper Box | | Package Machinery Co..... | 20 |
| Co., Inc..... | 81 | Partition Machinery, Inc..... | 80 |
| Crescent Engraving Co..... | 22 | Paterson Parchment Paper Co., | |
| Datz & Son, A. S..... | 11 | The..... | 7 |
| Dejonge & Co., Louis.. | Insert 12-13 | Peters Machinery Co..... | 12 |
| District of Columbia Paper Mfg. | | Pinco Papers, Inc..... | 19 |
| Co..... | Insert 62-63 | | |
| Du Pont Cellophane Co., Inc.... | 63 | R. C. Can Co..... | 81 |
| Economic Machinery Co..... | 28 | Redington Co., F. B..... | 4 |
| Exact Weight Scale Co., The... | 14 | Reynolds Metals Co.... | Insert 18-19 |
| Ferguson Co., J. L..... | 10 | Richardson Co., The..... | 78 |
| Findley Co., The F. G..... | 80 | Rochester Folding Box Co..... | 29 |
| Forsman Co., C. H..... | Insert 30-31 | Royal Card & Paper Co.. | Insert 66-67 |
| Fort Orange Paper Co..... | 77 | Royal & Co., Thomas M..... | 71 |
| Gair Co., Robert..... | Insert 20-21 | Schmidt Litho. Co., Theo. A.... | 75 |
| Gardner & Harvey Container Co. | | Special Production Machines, Inc. | 30 |
| | 26 and 27 | Standard Sealing Equipment Corp. | 18 |
| Gaylord, Inc., Robert..... | 80 | Stokes & Smith Co..... | 23 |
| Griffin & Sons Co., The H. Insert | 8-9 | Sun Tube Corp., The..... | 69 |
| Gutmann & Co., Ferdinand..... | 83 | Sutherland Paper Co..... | 59 |
| Haass Litho. Co., Inc.... | Insert 76-77 | Trautman, Bailey & Blampey... | |
| Hampden Glazed Paper & Card | | | Insert 60-61 |
| Co..... | Insert 22-23 | U. S. Bottlers Machinery Co.... | 75 |
| Harmon Sealer, The..... | 78 | U. S. Printing & Lithograph Co.. | 76 |
| Hartford City Paper Co..... | 13 | Warren Manufacturing Co..... | |
| Heywood Co., Inc., R. R. Insert | 16-17 | | Insert 10-11 |
| Hoepner Automatic Machinery | | Whiting Co., Inc., C. R..... | 9 |
| Co..... | 24 | Whiting-Patterson Co..... | 31 |
| Holyoke Paper Corp.... | Insert 74-75 | Wirz, Inc., A. H. Inside | Back Cover |
| Horix Manufacturing Co..... | 73 | | |
| Inman Manufacturing Co., The.. | 67 | | |
| Insurance Co. of North America.. | 82 | | |



PRESTIGE is not accidental. It is won by eternal constancy to an ideal of quality and value. . . . A. H. Wirz, Inc., has achieved its leadership through these elements. It is a concern offering the experience of 50 years in collapsible tube making.

Whether you want assistance in designing a tube for a new product, to modernize your present tube or to secure quality and delivery at the right price, the specialists of this organization are at your service.

A·H·WIRZ, Inc.

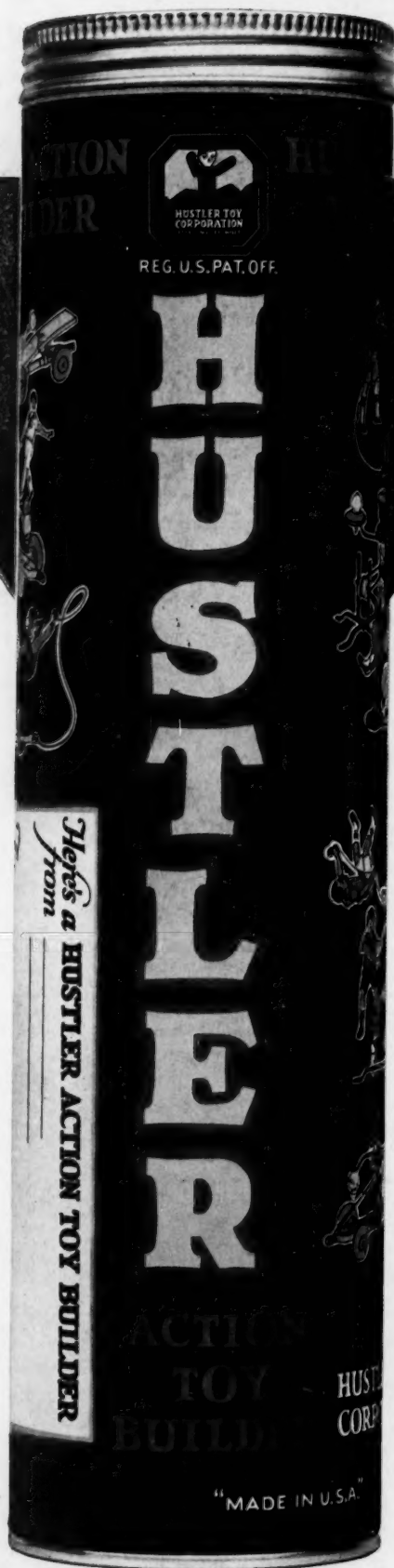
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CALIFORNIA OFFICE
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RAILROAD EXCHANGE BLDG.
JACKSON & MICHIGAN

With Canco,
striking appeal →
is not all. Their
packages are
very durable
and extremely
useful—even to
an address card,
when it helps sell
the product.



Looking at packages . . with modern eyes

MODERN manufacturers are rejoicing because their packages can keep pace with their finest products. The practical, new effects in Canco fibre or metal packages offer sales possibilities never before obtainable.

Today, attention to products begins with colorful, useful packages — packages that give individuality to even the most ordinary products.

To keep in step with present day design in packages is a simple matter. Have Canco artists and experts cooperate with you — bring the knowledge and lessons learned in the service of many manufacturers to design even more modern packages for you.

(You must not buy packages only, you must get service, too—the service of accumulated experience accompanied by the spirit and ability to help.)

AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE — BLACK IRON
GALVANIZED IRON — FIBRE — METAL SIGNS
AND DISPLAY FIXTURES

New York



Chicago

San Francisco

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